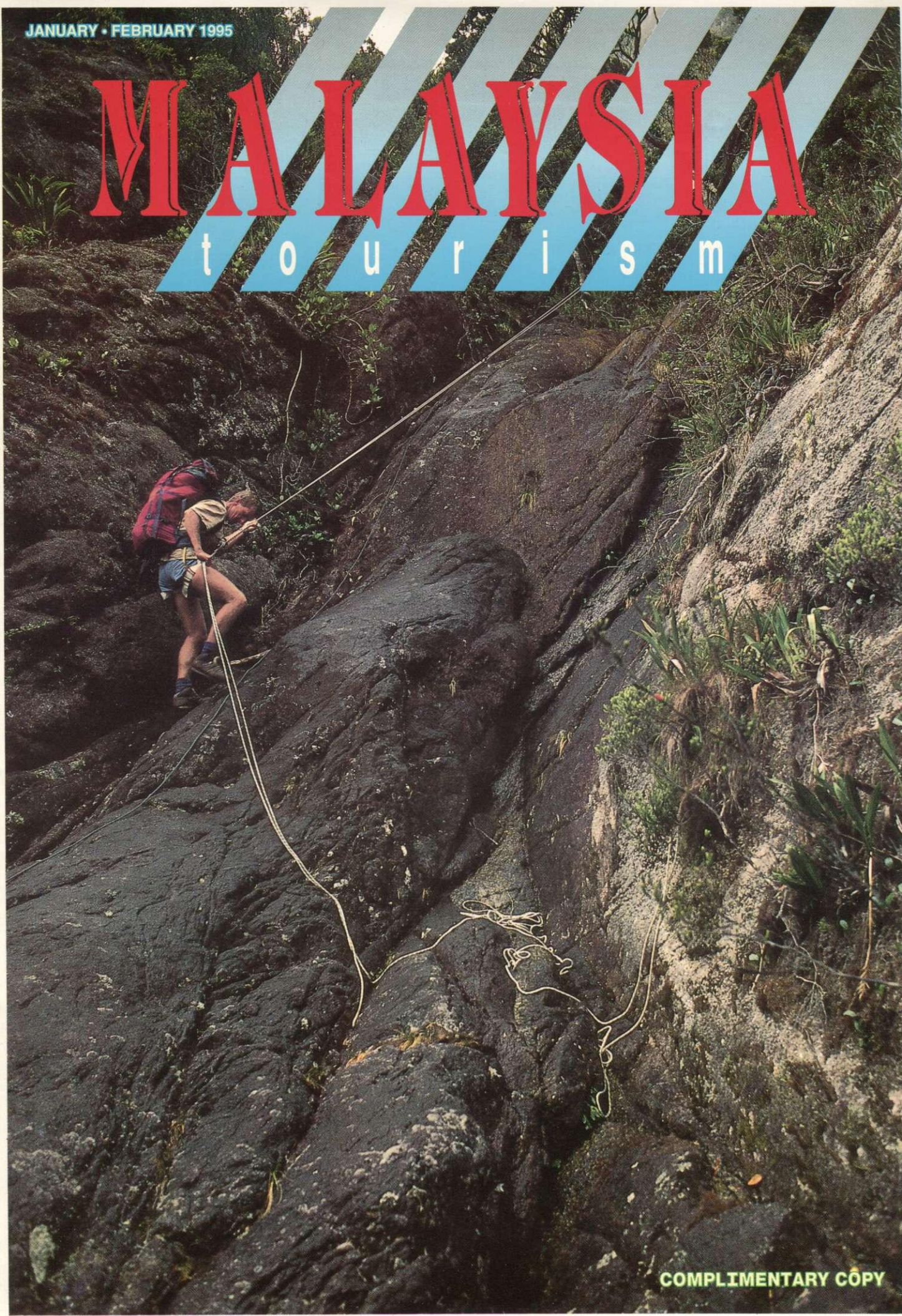


JANUARY • FEBRUARY 1995

MALAYSIA

t o u r i s m



COMPLIMENTARY COPY

A BIMONTHLY PUBLICATION OF THE MALAYSIA TOURISM PROMOTION BOARD (TOURISM MALAYSIA)

Space



In many respects we've crossed significant thresholds: It's mid-decade and 1995 takes us even closer to the 21st century; and 1994 saw a second successful Visit Malaysia Year campaign. Indeed, it's tempting to sit on our laurels. We'd like to think we've outdone ourselves. But the truth is we've got to be on our toes, more now than ever, to stay ahead.

Plans and promotions for the year ahead have been fine tuned and the groundwork is underway. There are new markets to be tapped and existing ones to build on. After a year of selling natural Malaysia in all her splendour and diversity of environment and culture, the campaign for 1995 will focus on eight destinations in the country, three of which are nature spots. Indeed, the year promises to be even more exciting.

As for *Malaysia Tourism*, we want the publication to keep pace with the stimulating growth of Malaysian tourism and reflect its success. To this end, we've introduced sections that would be relevant to industry operators, as in market trends to provide a database, special reports on developments and issues in the Malaysian tourism sector, and a host of other articles providing information on a gamut of tourism-related areas. We hope our readers will find the contents provocative and useful. We also invite opinions, constructive criticism and feedback from all who read this journal. With your support and encouragement we know we can make this publication the pulse of tourism in Malaysia.

ZAINUDDIN MOHD. ZAIN

Director-General

Malaysia Tourism Promotion Board (Tourism Malaysia)

January & February '95 in Malaysia

31 Dec '94 - 1 Jan

Closing of Visit Malaysia Year 1994

Venue: Merdeka Square,
Kuala Lumpur

1 Jan

SIJORI (S'pore-Johor-Riau) Marathon

Venue: Johor Bahru

Mentakab-Temerloh Relay Run

Venue: Mentakab & Temerloh, Pahang

2 - 4 Jan

Perlis (ASEAN) Bird Singing Competition

Venue: Perlis

The 'Merbok' and other birds from the ASEAN region especially Thailand, Singapore and Indonesia pit their voices against each other. There are also bird and orchid exhibitions, and cultural shows.



Singing Merbok

7 - 8 Jan

Sarawak Regatta

Venue: Kuching,
Sarawak.

12 Jan

National Kite Festival

Venue: Pasir Gudang,
Johor.

17 Jan

Thaipusam

Venue: Batu Caves,
Selangor.

The festivities begin the evening before when the jewel-studded statue of Lord Subramaniam is drawn by silver chariot from the Sri Mahamariamman Temple on Jalan Bandar to the temple cave. Thaipusam is celebrated by Hindus all over the country. It is a day of penance and thanksgiving for blessings received. Devotees bear the kavadi (wooden structure carrying containers of milk, honey and fruits. Sometimes the



Batu Caves during Thaipusam

kavadi has spears and skewers pierced into the body of the bearer.) to be rendered as offerings.

31 Jan - 1 Feb

Chinese New Year

Venue: Throughout
Malaysia.

Chinese New Year heralds the first moon in the lunar calendar, and is marked by prayers and lion dances. On the eve, Chinese families hold reunion dinners. The first two days are spent paying respects to elders, visiting relatives and friends. In keeping with tradition, ang-pows (red packets containing money) are given to children and unmarried adults.

1 Feb

Federal Territory Day

Venue: Kuala Lumpur &
Labuan.

These birthday celebra-

tions commemorate the establishment of the Federal Territories of Kuala Lumpur and Labuan. There are parades, cultural shows, exhibitions and sports events held in both cities.

2 Feb

Awal Ramadhan

Venue: Throughout
Malaysia.

15 Feb

Chap Goh Mei

Venue: Throughout
Malaysia

17 Feb

Nuzul Al-Quran

Venue: Throughout
Malaysia

Dates and events listed are
correct at the time of printing.



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Abseil into Low's
Gully, Mount
Kinabalu.
Picture by THAM
YAU KONG

MALAYSIA

t o u r i s m

MALAYSIA TOURISM is published bimonthly by the Malaysia Tourism Promotion Board (Tourism Malaysia).

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Tourism Malaysia Diary

Jan 7-13	ASEAN Tourism Forum (ATF '95), Bangkok (Thailand)
Jan 13-17	PATA Adventure Travel & Ecotourism Conference & Mart, Balikpapan (Kalimantan, Indonesia)
Jan 24-29	Feria Internacional De Turismo (FITUR) Conference & Mart, Madrid (Spain)
January	San Francisco Sports & Boat Show, San Francisco (USA)
Feb 1-5	Intour Fest, St. Petersburg (Russia)
Feb 4-10	Sapporo Snow Festival, Hokkaido (Japan)
Feb 8-11	PATA Travel Mart, Sydney (Australia)
Feb 9-12	Holiday World, Prague (Czech Republic)
Feb 22-25	Borsa Internazionale del Turismo (BIT), Milan (Italy)

RANKED No.3 IN ASIA

By CHEAH BOON KIT

The Malaysian tourism industry continues to chalk impressive gains in its rapidly growing role as one of the country's largest earners of foreign exchange. Figures released during the World Travel Mart, held in London recently, showed that Malaysia had managed to displace such traditional tourist haunts as Thailand and Singapore to become the most popular destination in Southeast Asia and the third in Asia, after China and Hong Kong.

In 1993 a total of 6.5 million visitors deluged the country's beaches, shopping malls and hill stations to enjoy what must be the most diverse range of cultural and environmental attractions in the world. Comparatively, Singapore managed only 6.4 million, followed by Thailand, 5.7 million and Indonesia, 3.4 million. Only China (19.4 million) and Hong Kong (7.8 million) were ahead.

That's not the end of the story. The Visit Malaysia Year 1994 campaign has been a phenomenal success, with arrivals up to September already touching 5.16 million, up 14% over the same period last year. If this rate of increase persists, the country will overtake Hong Kong by 1996, and would be able to match China by the turn of the century.

This remarkable growth in the tourism industry was not by accident. In 1980, tourist arrivals amounted to only about 2.5 million.

However, determined efforts

were made by the Government to promote the industry. This included fiscal incentives to hoteliers, opening up of new resort areas in Langkawi, Desaru, Pulau Redang and others, at the same time upgrading infrastructure in the traditional tourist areas, and abolition of duties on a number of items. The country was promoted aggressively through the Visit Malaysia Year 1990 and 1994 campaigns.

The results of these concerted efforts are clearly visible. The Sixth Malaysia Plan document predicted tourist arrivals to be 8.0 million and receipts to amount to RM5 billion by the end of 1995. Given the present trend, the targeted arrivals by 1995 end would be around 8.4 million, exceeding the expectation of government planners. The target of RM5 billion for tourist receipts was breached in 1993.

In short, the Malaysian tourist industry has an exciting future awaiting it.

Most of the tourists visiting the country came from Asian countries. Singaporeans were the most dominant visitors. In 1993, 4.1 million Singaporeans visited Malaysia, constituting 62.3% of all arrivals. This came in second with 469,288 (or 7.2%) followed by Japanese, 255,607 or 3.9%. China, Taiwan and Hong Kong visitors amounted to 491,305 or 7.5%.

Another major group was from Australia, New Zealand and other Oceania countries. This group amounted to 144,495 or 2.2% of the total. European tourists formed another substantial market — 373,214 or 5.7%.

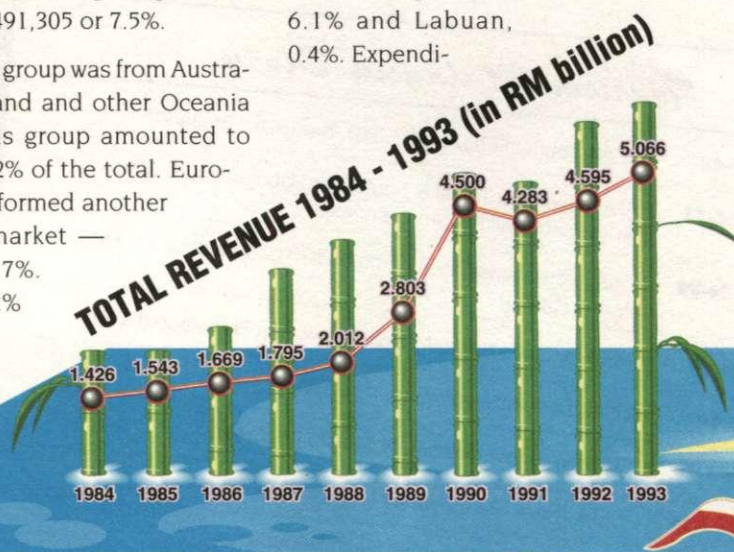
More than 42% of European tourists

were from the UK. On the other hand, the visitor count from North America was still somewhat limited — only 110,582 or 1.7%. Similarly, African tourists amounted to only 23,106 or 0.4%.

If tourism receipts were compared, a slightly different picture emerges. Receipts from Singapore tourists were estimated at RM1.729 billion or 34.1% of total estimated receipts of RM5.065 billion. While still very significant, it is not in tandem with the overwhelming majority of Singaporeans who visit the country.

In fact on the whole, per diem expenditure of ASEAN visitors was somewhat on the low side, amounting to about RM115.60 per head/day. On the other hand, non-ASEAN visitors spent twice as much, about RM269.80 per head/day. Among the bigger spenders were those from China (RM321.5/head/day), Taiwan (RM337.60), South Korea (RM433.30) and South Africa (RM380.40). Surprisingly, North American and Australasian visitors spent less, ranging from RM150 to RM240.

Most of the tourist expenditure was on accommodation (34.1%), shopping (23.3%) and food and beverages (19.1%). Most (90%) of the expenditure was in Peninsular Malaysia, with Sabah taking 3.5%, Sarawak 6.1% and Labuan, 0.4%. Expendi-



ture patterns for 1993 showed a growth in Peninsular Malaysia (12.1%), Sabah (9.1%) and Labuan (15.7%) while Sarawak registered a decline of 1.5%.

The largest increases in tourist arrivals, when compared with 1992, were from Africa, with South Africa (344%) leading the pack, hotly trailed by Middle African (186.9%) and North African (146%) countries.

China is another emerging force in the Malaysian tourism scenario. Total arrivals jumped 75% over 1992, though Taiwanese (23.9%) and Hong Kong visitors (23.5%) were neck to neck to trying to match that creditable performance. Other significant increases were seen in tourists from Luxembourg (30%), Ireland (32%), Germany (23%). All these represent emerging markets. Local inbound agents should take advantage of the present momentum to encourage and develop the

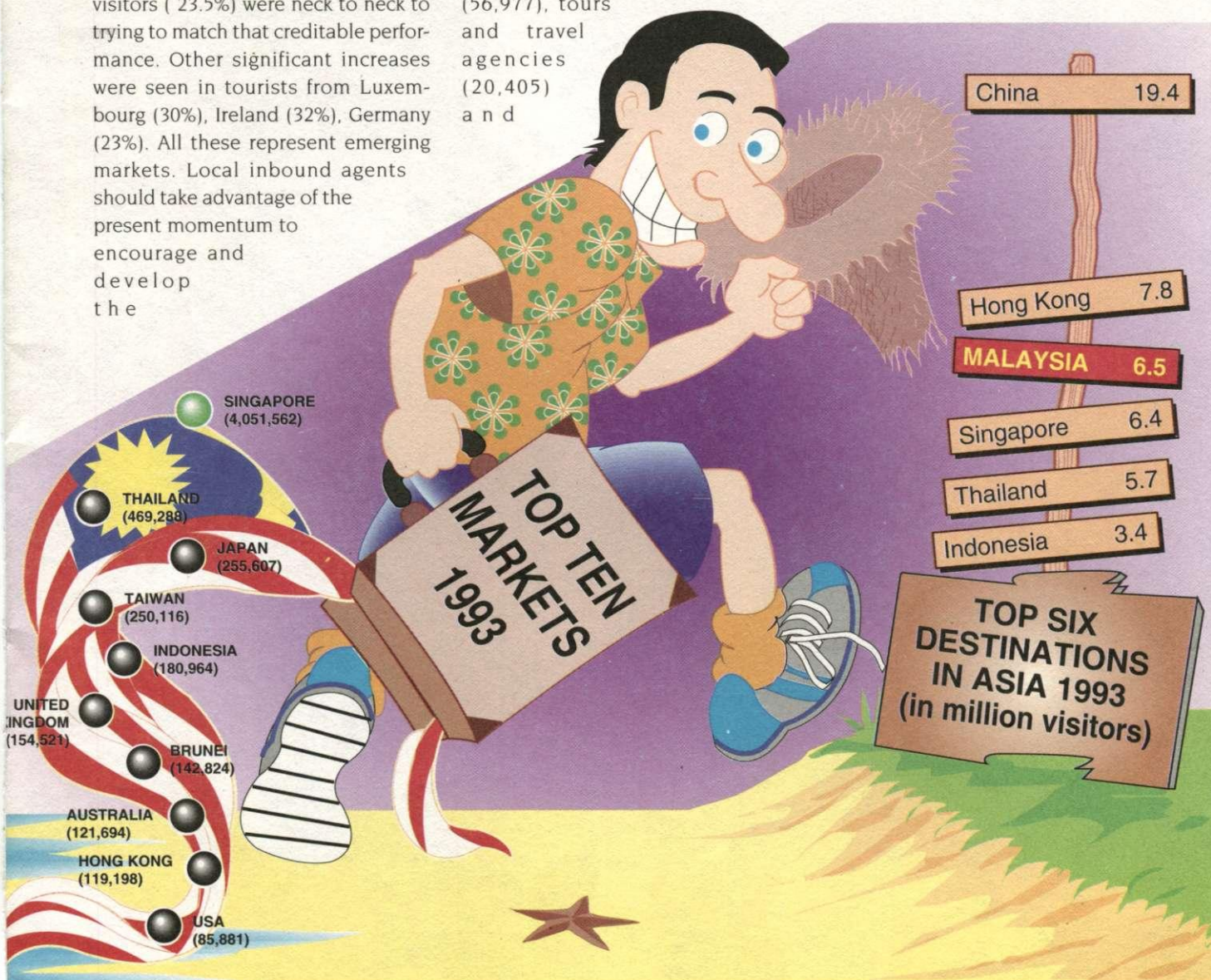
trade in these countries.

Most (67.6%) came into the country by road. This dovetails with the predominance of neighbouring Singapore and Thailand in leading the tourist tally, and the excellent road communications that link Malaysia to both countries. About 25% came by air, while the rest came in through rail and sea. Most of the visitors (62%) were male with a median age of about 36 years.

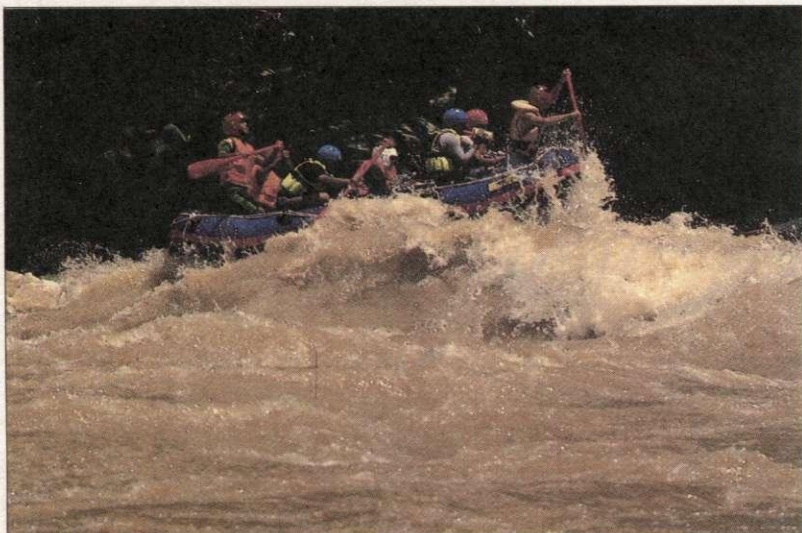
The tourism industry employed 120,339 people in 1993, mainly in hotels and billeting (56,977), tours and travel agencies (20,405) and

airlines (20,378). Entrepreneurs, both local and foreign, continued to support the industry. Total investment in the industry for that year was estimated at RM1.62 billion.

It is important to understand that the industry is just in its infancy and has a great deal of distance to go. That may seem a little daunting to some, but the reality behind the figures is that the sun is just beginning to dawn on what is ultimately going to be the most exciting tourist market in the world.







Whitewater rafting on Padas River.
Opposite page: Suspension
bridge in the Crocker Range.

Rainforest, caves,
mountains, marine
ecosystems, lakes,
mangroves, wildlife...

the beauty of
Malaysia is that
she has it all.

R. Krishna reports.

ECO-EXCITEMENT: ADVENTURE IN NATURE

Nature is different things to different people: It is the calm that soothes the frayed edges of urban life. It provides the challenge to human endurance, ability and limits. It is the key to the mystery of the world around us, not limited to the physical, but encompassing the spiritual too, for at the heart of nature is creation itself.

More and more today, it is a rapidly-vanishing form of existence that is sounding warning bells about the future of humans.

Ecotourism serves all these needs and more.

Basically, the term refers to tourism whose core is relatively undeveloped and undisturbed natural surroundings, including flora and fauna.

The International Ecotourism Society which was formed several years ago in Europe defines ecotourism as tourism with an ecological conscience. It encourages tourism to be managed so that it is ecologically sustainable.

Its "mission statements" are summed up in a number of catchphrases already popular in nature parks the world over: **Take nothing but photographs, leave nothing but footprints, and if you can carry your rubbish in, you can carry it out too.**

These guidelines should in fact, cover all types of tourism; ideally tourists should not litter the courtyard of a temple, for instance.

But they certainly apply to what are sometimes differentiated as nature or green tours, adventure tours and wildlife tours.

In Malaysia, though, the terms are used interchangeably.

A 1992 report on ecotourism by the Malaysian Nature Society (MNS) discusses the definitions. Nature tourism applies when nature itself is the objective. However, it could include adventure.

The nature tourist could visit Taman Negara for a leisurely weekend of fishing; however, she might choose to hike up Mount Tahan where she could appreciate the rainforest fauna while fording slippery streams.

Adventure tourism applies when adventure is the objective. Cavers could tackle the long and difficult route into the Sarawak Chamber in Mulu to experience the wonderful

limestone formations in the world's largest chamber.

Adventure tourism generally involves physical and mental challenges, some technical expertise, equipment and danger. Appreciation of nature comes second.

Wildlife tourism has a relatively



Turtles on Selingan Island

low profile except at Rantau Abang in Terengganu. This form of tourism involves visitors going to specific sites to watch wildlife such as turtles, birds or monkeys in their natural or semi-natural habitats.

Sometimes, these types of tourism include an ethnological content if there are indigenous human environments nearby.

Agro-tourism — trips to farms, fishing villages and agricultural parks — is sometimes labelled ecotourism. However, this sector is under-developed.

Facilities such as chalets and sign-posted trails are established only in agricultural sites such as the Forest Research Institute of Malaysia (FRIM) and the Malaysia Agriculture Park in Bukit Cahaya Seri Alam, Selangor, and Felda schemes in Pahang and Sabah.

Whatever the case, Malaysia's beauty is that she has it all.

The official Science, Technology and the Environment Ministry estimate is that 60 per cent of land is still under natural forest. In addition, not only is each habitat rich in biodiversity, the country contains a huge diversity



Birdwatching on Pulau Tiga

of habitats for her size.

Most of the country is rainforest dominated by the dipterocarp species, forest that is fascinating for its complexity, species and diversity.

However, other types of ecosystems are also tourist drawcards: caves, mountains, marine ecosystems, lakes, and mangroves.

A newspaper report quoting the Deputy Culture, Arts, and Tourism Minister showed that of eight spots to be aggressively promoted in 1995, three are nature tourist spots: Taman Negara, the Mulu Caves, and Sabah.

Taman Negara attracted 17,300 visitors four years ago; Mulu Caves 12,523 last year; and Sabah recently launched a massive nationwide tourism promotional campaign.

Visitors to nature spots are predominantly foreign, although local green consciousness is growing rapidly. It is imperative that to keep attracting these tourists, the principles of ecotourism be adhered to.

As stated in the MNS report, natural surroundings should remain relatively undeveloped and undisturbed.

Herein lies the dilemma of authori-

ties who want to tap this goldmine. By nature of their attraction, natural spots are fairly remote, difficult to access, and lack tourist facilities such as accommodation and toilets.

What extent should an area be developed and promoted and what numbers of tourists allowed in, without destroying its very attractions?

This, in environmental jargon, is called determining the carrying capacity of an area. The solution also lies in the environmental concept established at the Rio Earth Summit two years ago: conservation through sustainable development to ensure biodiversity.

As stressed by an environmental consultant, Sarala Aikanathan, conservation should not be confused with preservation. Preservation stipulates that an area be untouched by humans, whereas conservation enables proper human use of an area.

However, the area should be managed in such a way that it does not lose its essential qualities. In the case of an ecosystem, the most important quality is its biodiversity, variety in flora and fauna.

What extent should an area be developed and promoted and what numbers of tourists allowed in, without destroying its very attractions?



Batu Punggul

HOW DO WE ENSURE SUSTAINABILITY?

There are several ways to ensure sustainability, as outlined by the MNS report.

Management plan

A thorough study of an area should be conducted before an area is opened to the public. It is the only way that the carrying capacity of an area can be determined.

Areas can be marked as being suitable for tourism, and others for total protection, due perhaps to their fragility.

Good management

One of the best ways this can be ensured is to get locals involved. Ecotourism has always been popular with the Government for providing employment to the rural poor while bringing progress to undeveloped areas in terms of infrastructure such as roads.

However, getting locals to value an area for its economic benefits also has the effect of teaching them to value the area for its ecological wealth.

Since it is their area, pride is easily inculcated, and it is this pride that will, more than anything else, protect an area from over-exploitation.

It is therefore important that local communities have a stake in the pie that results from opening up their area to tourism. This can be achieved via jobs such as wardens, guides, rangers, managers and labourers.

Nature interpretation

To reap the most from a trip into nature requires guided expertise. There is no point in tourists rushing from point to point without imbibing anything of the surroundings, or worse, causing destruction, inadvertently though it may be.

The trained eye and knowledge of the nature interpreter are indispensable, particularly in systems as complex as a rainforest.

Recognising this, the Malaysia



A boatman, a native of Mulu, clears away lunch at Clearwater Cave

branch of the Pacific Area Travel Association is incorporating nature tourism into its guide training course.

The introduction to nature interpretation has input from various expert bodies such as FRIM and MNS. The course also aims to promote nature conservation.

Minimal impact

This is stressed through tourist education, for example, through slide-shows and notices in the accommodation area.

Enforcement

This is often difficult considering the remoteness and size of an area. However, enforcement can help prevent hunting, overfishing, and on the part of authorities, pollution and over-exploitation of an area.

Nature-based tourism is a double-edged sword that aids conservation while bringing in revenue for a country. However, the sword can cut the wrong way.

Firstly, it is difficult to determine the carrying capacity of an area. The MNS report states that detrimental effects of tourism such as disturbances to habitat and pollution, especially from sewerage, are difficult to monitor and cost.

In the same way, uncoded values of an area could be ignored, such as the benefit of an area as a watershed.

How much jungle do you clear before that natural function is upset?

In addition, while tourism provides income to locals, it makes them subject to the vagaries of being in the tourism business.

In some places, tourism is seasonal; access to the east coast of the peninsula for example is difficult during the monsoon. This might mean it will take a long time before huge capital investments are recovered.

Locals who immerse themselves in the trade to the extent that they lose traditional living skills such as farming, will find difficulty in supporting themselves during these "dry" months.

The social impact of the influx of large numbers of outsiders from alien cultures into a rural closed area cannot be underestimated.

In addition, the pursuit of profits might lead to these areas proving too expensive for local tourists.

The promotion of areas must also be carefully done to best suit the needs of the client, especially in terms of facilities such as accommodation.

However, the greatest reason is to ensure that these areas, on which humans depend to a larger extent than they realise, continue to exist in their most complete, wondrous forms.

COURTESY ASIAN WETLANDS BUREAU

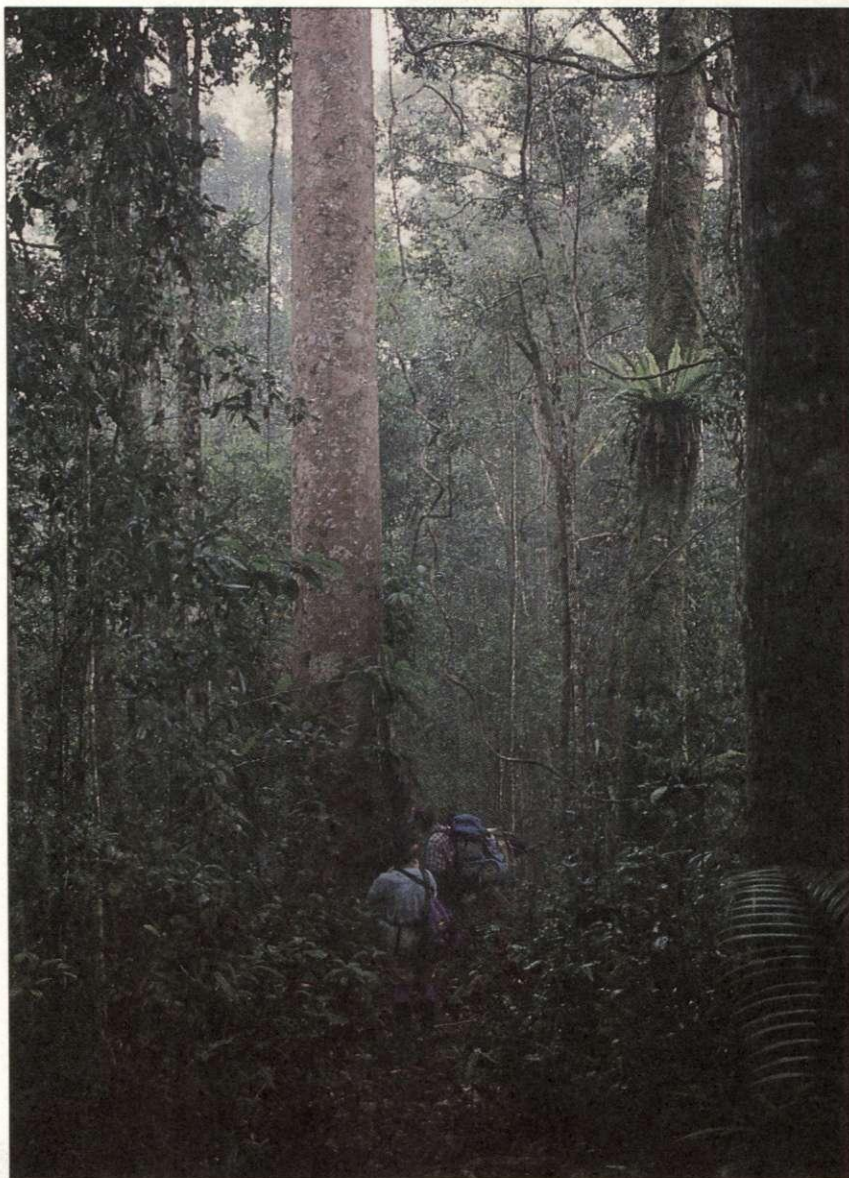


Mangroves along the Selangor coast

CANOPIES, CAVERNS & CARNIVORES

Pristine polyglot of Malaysian nature

THAM YAU KONG



Depths of the Borneo rainforest

As demand for land increases for urban use, it is vital that Malaysia draws up conservation strategies especially for ecotourism exploitation.

The country is in the midst of formulating a national strategy which should hopefully be more effective than the legislation for national parks.

Despite their names, Taman Negara included, no park has been gazetted as a national park, but states use state laws to protect land important for its natural history.

In Sabah and Sarawak, the parks are run under the same guidelines as international laws governing national parks. The former has received acknowledgment from organisations such as the World Wide Fund for Nature Malaysia, as being particularly well-developed for nature tourism.

Not only is Sabah rich in natural resources, and her tourism infrastructure developed; most importantly, her people are proud of their heritage and are actively involved in promoting and managing her nature tourism spots.

Non-government organisations such as the Malaysian Nature Society and the World Wide Fund for Nature Malaysia are stressing that care should be taken not to promote areas which have yet to receive legal protection, or management plans implemented.

This is despite operators already running tours into places such as ►

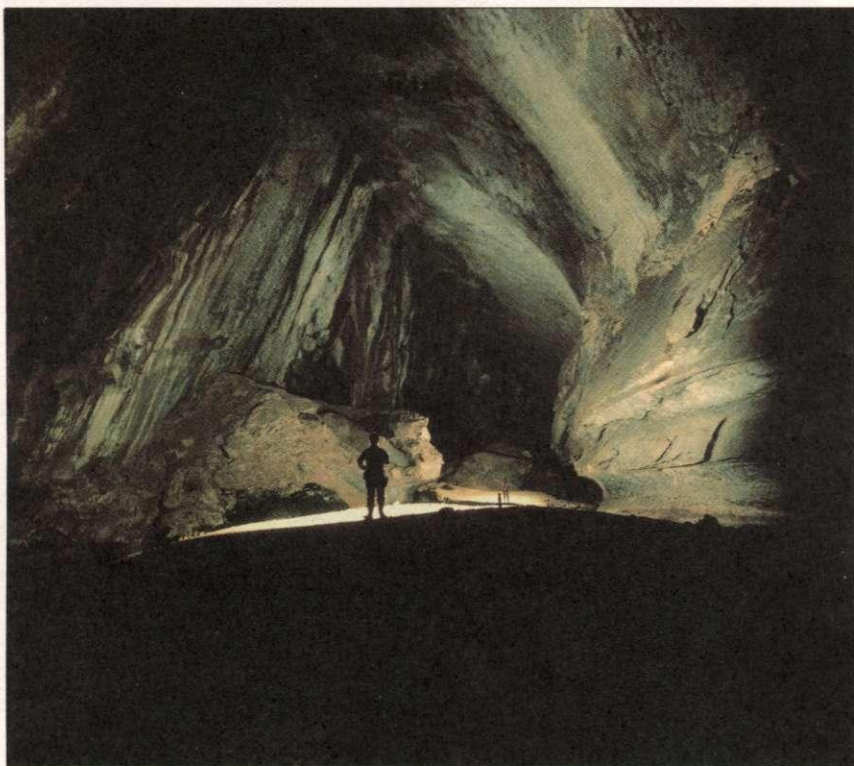
SERENE, SURREAL LAKES

Lakes are fishing havens. But there are other activities such as jungle-trekking, bird-watching, visits to waterfalls (and boulder-hopping), caves, salt licks and animals, and sometimes Orang Asli settlements.

Dam lakes and stark trees create a surreal atmosphere. Accommodation is usually basic but classy hotels are coming up.

Among the top spots are Kenyir Lake (pic), Terengganu (the country's largest lake at 369 sq km; a hydroelectric dam lake); Temenggor Lake, Perak (another hydroelectric dam lake); and Lake Chini (recently, archaeological pieces were dug up).





Mulu National Park. Below: Latar Taku waterfall

◀ Endau-Rompin and Belum. The uncontrolled level and activities of visitors could ultimately destroy the natural surroundings.

These are the attractions of the three nature spots in this year's promotion list. Accommodation usually ranges from high-end to campsites and food outlets are available. Tours with small groups are recommended.

TAMAN NEGARA PAHANG

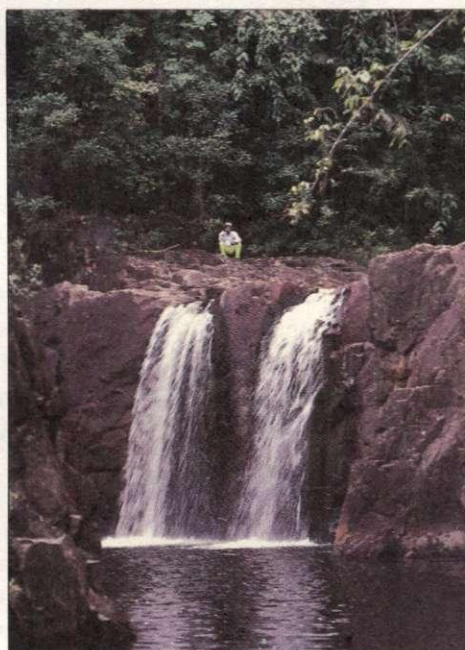
Comprises 4300 sq km of 130 million year old rainforest and Peninsular Malaysia's highest mountain, Tahan.

Facilities: Three areas have been opened up — Kuala Tahan, Kuala Koh, Kuala Pertang.

Access: Boat from Kuala Tembeling.

Special activities: July Fest is a month-long festival that showcases indigenous culture, competitions such as rafting and dakithon (race up Tahan).

For **nature** tourists, there are ample jungle trails, salt licks and animal hides, a 230m canopy walkway,



fishing, river boat riding, visiting caves.

For **adventure** tourists, the 10-day hike up and down Tahan.

For **wildlife** tourists, the jungle is full of birds and insects; animals are rare on the main trails.

MULU NATIONAL PARK SARAWAK

Limestone caves dating 30 million years were first explored only in 1977.

HILL TREKS

Peninsular Malaysia's hill stations are gracious remnants of her colonial era.

Fraser's Hill, at 1,524m, derived its name from a reclusive ore-trader, while Cameron Highlands, standing 1,800m above sea level, was named after a surveyor who disappeared mysteriously in the jungles.

Facilities: Accommodation caters to every budget, but the Smokehouses make for a charming stay.

Special activities: The dates vary, but in the later part of the year, Fraser's Hill has a week of nature activities, including an international bird race, while Cameron Highlands holds a floral parade.

Access: Buses and taxis climb the hills from Kuala Lumpur and Ipoh.

For nature tourists: With temperatures averaging a pleasant 20-25 degrees Celsius, the hills offer pleasant treks through highland dipterocarp forest.

Maps of the treks are available, and some trails go through waterfalls, lakes and scenic viewpoints. The Cameron Highlands walks are more challenging.

Facilities: There is ample riverhouse accommodation on the park outskirts operated by individual operators. There is also a large hotel. The park offers accommodation too.

Access: By short Twin Otter flight or long boat-ride from Miri.

For **nature** tourists: Four floodlit caves are accessible by boat and boardwalk. A highlight is the cloud of bats flying out at dusk at Deer Cave, weather permitting. ►

◀ For **adventure** tourists: Sarawak Chamber, the world's largest natural chamber which can accommodate 40 Boeing 747s, is accessible by a long trek, then into the cave only by technical caving.

There are also established adventurous treks up to the Pinnacles, unusual jagged formations, and Mount Mulu.

SABAH

Home to the species-rich Borneo rainforest and world's largest flower, the Rafflesia, Sabah is a treasure trove of natural wonders that have been lovingly developed.

KINABALU NATIONAL PARK

A world example of park development and management, it is South-east Asia's highest mountain that draws visitors like a magnet. The two-day climb up the 4,101m granite pluton attracts 25,000 visitors every year.

Facilities: Accommodation is limited, so bookings are imperative.

Special activities: An international climbathon is held in September.

For **nature** tourists: The mountain hike is simple but strenuous. It goes through unusual montane forest. The park headquarters surrounds are fas-

cinating for its combination of rainforest and montane forest.

On the park's outskirts, Poring and Kundasang are model developments of buffer zones that benefit both wildlife and humans.

For **adventure** tourists: Other parts of the mountain provide opportunities

for mountain-climbing or rock-climbing, but require permits.

For **wildlife** tourists: The place teems with birds, insects and small mammals, but tourists could get lucky with bigger creatures.

DANUM VALLEY FIELD RESEARCH CENTRE

In the heart of a 438 sq m timber concession, natural rainforest sits next to researched reduced-impact logging area; world-class scientific research includes the world's only long-term project to replant rainforest.

Facilities: Limited comfortable accommodation at the research centre and a new high-end jungle lodge.

Access: Buses from Lahad Datu a couple of times a week.

For **nature** tourists: Marked jungle trails, 100m high tree platform; the research areas are the most interesting. The jungle is rich in wildlife including orang-utan.

CORAL REEFS

Fodder for both snorkellers and divers are offered by the Tunku Abdul Rahman Park islands. Sipadan and ▶

THE MANGROVE MENAGERIE

Birding is a growing if rather marginalised activity that is attracting international attention.

Malaysia's wetlands are not only home to a myriad of indigenous species, but attract hundreds of thousands of migrant birds.

Chief among these bird habitats are mangroves, and the most renowned would be in Perak — the Kuala Gula Bird Sanctuary in Matang — and in Selangor — the Kuala Selangor Nature Park, Jeram mudflats and the ponds at the Kapar Power Station (pic).

At the same time, mangroves are being promoted as an interesting ecosystem and especially in Matang, for its traditional human activities such as charcoal-making and fisheries. Matang is also the world's best-managed mangrove forest.

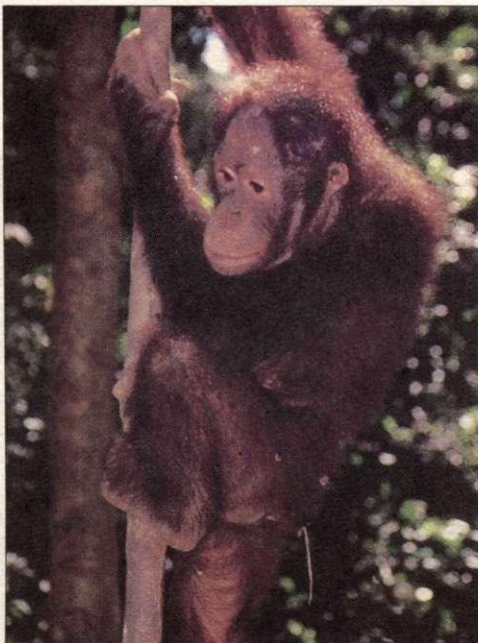


COURTESY ASIAN WETLANDS BUREAU



THAM YAU KONG

Eastern ridge of Mt Kinabalu



Orangutan at Sepilok

◀ Layang-Layang are less accessible and more expensive but are world-class reefs with a myriad of marine life. Accommodation is basic but dive equipment is supplied.

Turtle Island and Kinabatangan offer wildlife tourism. The former is based on watching three types of turtle come to shore to lay eggs, and the latter on watching proboscis monkeys in their natural habitat.

Orangutans in a semi-wild state are also a huge tourist draw at the Sepilok Orang Utan Rehabilitation Centre, while the State Wildlife Department is trying to develop the Tabin Wildlife Reserve for wildlife tourism too.

Padas Gorge is popular with tourists who enjoy white-water rafting. A steam-train ride to the site at Tenom takes the tourist through the densely-forested Crocker Range.

PANORAMIC AQUASCAPE

The rich coral islands all off the entire east coast stretch of Peninsular Malaysia are among the 22 in the country that have been gazetted as marine parks.

Facilities: Tioman, Redang, and the Perhentian islands have the most facilities, but surrounding them are tiny islands that are relatively undeveloped. All offer a plethora of chalet accommodation; the three bigger islands also have a big hotel each. On all islands are operators who offer diving facilities, with some providing instructions too.

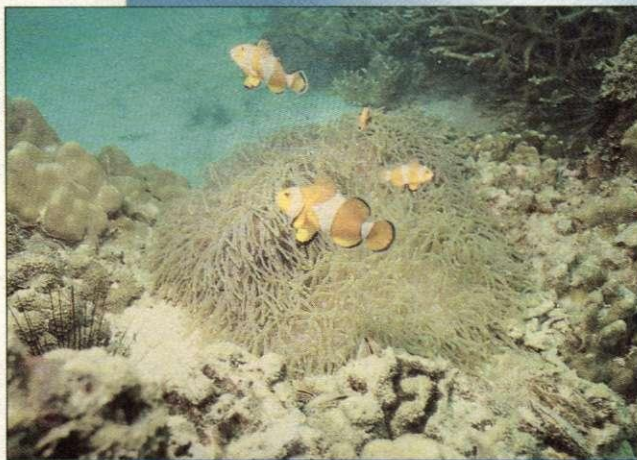
The food is predominantly spicy Malay fare.

Access: Tioman is the only island accessible by air and has ferry services. Otherwise fishing vessels take an average of two hours to reach any of the islands.

Tioman and the Johor islands are accessible from Mersing in Pahang, whereas Besut in Terengganu is the landing point for boats to Redang, Perhentian Besar and Perhentian Kecil, and other smaller islands.

For the nature tourist: Other than the monsoon season, March to October sees wonderful warm conditions for diving and snorkelling.

WFM/EDWARD WONG



Coral reef and a myriad of marine life off Pulau Payar

The islands promise an assortment of reefs, including caves, and a myriad of life such as sea-turtles. Some shipwreck diving is available.

Jungle treks also cut through some of the bigger islands, and Tioman has some lovely waterfalls.

TIPS FOR JUNGLE TREKKING

DO:

- Wear cotton trousers and long-sleeved cotton shirts;
- Use insect repellent, not insect spray;
- Bring mosquito coils (for nights);
- Carry a waterbottle;
- Bring a raincoat;
- Wear open sturdy sandals if treks involve crossing streams; boots are heavy and take a long time to dry;
- Carry an extra bag for your litter;
- Carry a waterproof bag for your camera; and
- Bring a sarong or swimsuit if you have to bathe in a river; nudity is offensive.

DON'T:

- Peel off leeches as blood will not stop flowing; salt will make them fall off;
- Pluck or break anything; take a photograph instead; Eat anything even if it looks familiar unless the guide says so;
- Offer money to natives unless the guide says so; ask him what the appropriate amount is;
- Take photographs of natives without asking permission; again ask the guide first;
- Step over loose branches or stones in rarely used trails; a snake might be underneath; and
- Be too noisy; the obvious reason is not to disturb the wildlife, the abstruse reason is that locals believe forests contain spirits and that visitors should accord them respect.

ECO-TOURS

The ecotourism industry is dominated by small specialised tour groups whose clients are mainly Westerners seeking relatively isolated locations.

Tourists should be warned about fees, which are generally high, and to shop carefully by ringing around several agents. Care should be taken to have in writing, what exactly a package includes and whether the company is accredited.

The state government tourism office is a good place to check with, especially groups with reputations for setting up illegal campsites in remote areas, or who underpay locals whom they use as guides.

The biggest market-holder would be **Asian Overland Services Tours and Travel**. Established two decades ago, the Kuala Lumpur-based company covers everything from caving to cultural tours along Sarawak's Rajang River.

It also has numerous awards under its belt, including The Global Travel Award at the 1993 World Travel Mart.

Its tours cover South-East Asia and its operations now include marine and water sports.

KL-based **Wilderness Experience** is one of many tiny firms throughout Malaysia which caters to overseas groups and scientific/professional teams.

Groups are small and a tour ranges from 21 to 35 days. The itinerary involves exploring Malaysia through a combination of adventure and nature activities.

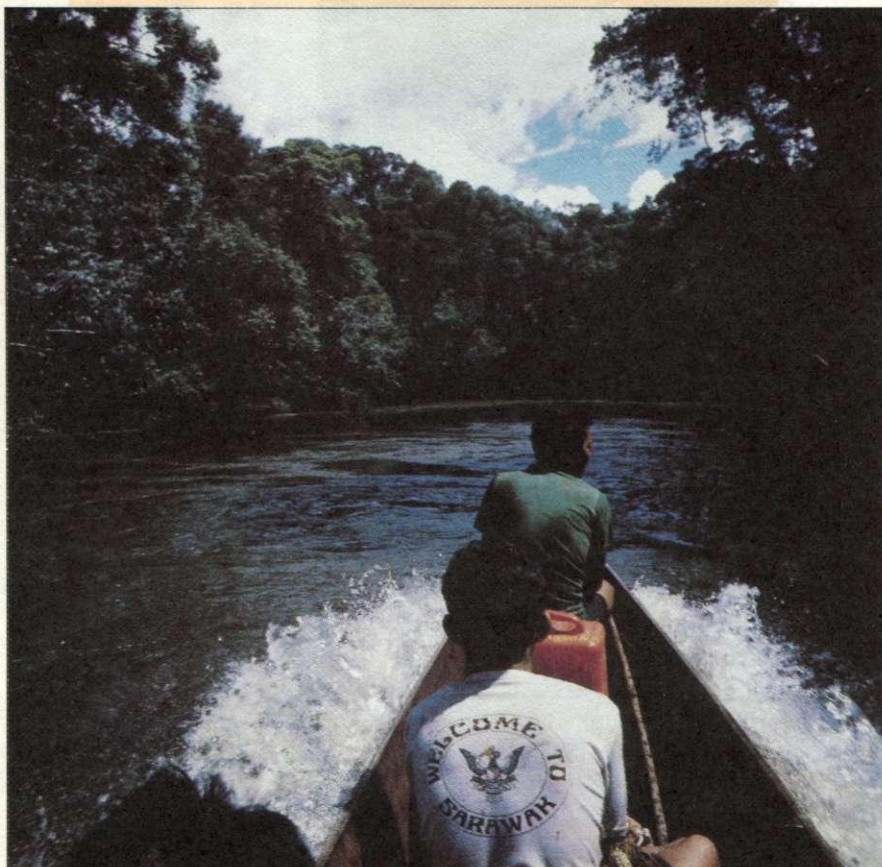
Other companies cater to specific interests such as birding tour agent **Kingfisher Tours**, also based in KL.

Wildlife Expeditions in Sabah is big on wildlife tourism. Kinabatangan and Turtle Island are on their agenda, and their staff are trained naturalists.

Borneo Adventure is another big group in Sarawak who do quality eco-tours. Their most recent assignment was in handling local arrangements for the Raid Gauloises in Sarawak.

The cycling-trekking-rafting race had 200 international participants and their support teams, navigating their way from Bah Kelalan to Mulu.

COURTESY MALAYSIA AIRLINES



JUNGLE ADVENTURE

For a different sort of jungle adventure, a small operator specialising in the east coast takes tourists four-wheel driving and bamboo rafting.

Sidek Khan, who hails from Dungun, Terengganu, has 12 years of experience and has mapped out routes in the jungles of Terengganu, Kelantan and Pahang.

Four-wheel drive tours last from two nights to 10 days and use old logging trails that wind through secondary jungle. For a break, tourists abandon the wheels to trek into primary jungle.

The route goes from Ulu Dungun to Kuala Berang and up to the hill slopes of Cameron Highlands in Pahang.

The bamboo rafting tours are leisurely rides down the Tembeling and Dungun rivers. Tourists also get to assemble the rafts themselves.

With stops at waterfalls or Orang Asli villages, nights see camping at sandbanks. Food, camping gear, and even raincoats are provided.

SUMMER CAMP DRILL

Seminars aren't all working papers and panel discussions. At least, not the seminar on summer camps organised by Tourism Malaysia. The 170 participants found out in rough fashion that the way to camp concept and mechanisms includes first-hand experiences, and that meant sweating through drills like rope rappelling and 'flying fox'. After two days at the seminar table the group took off for the outdoors at the Sungai Lui camping site in Hulu Langat.

Culture, Arts and Tourism Ministry's Secretary-General, YB Dato' Khalid Ismail, who opened the



seminar on behalf of Deputy Minister YB Dato' Chan Kong Choy on 23 November, said it was high time Malaysians were educated on various aspects of organising summer camps in a professional manner.

The seminar proved useful to the participants who comprised local summer camp organisers, teachers, lecturers, and members of corporate bodies, insurance companies, State tourism organisations and tour operators.

Tourism Malaysia, together with Malaysia Airlines, invited foreign and local summer camp experts to speak on a variety of topics, from the management of such camps to job opportunities and contribution to tourism. There was also an exhibition of outdoor camping products.



Direct from Surabaya

In conjunction with the launch of direct flights from Johor Bahru to Surabaya, Malaysia Airlines flew in 15 tour agents from Indonesia for an orientation programme in November. The visit also represents a reciprocal visit by tour agents from Johor Bahru to Surabaya in October. Tourism Malaysia's Southern Regional Office played host to the Indonesian agents and over four days beginning on the 14th, showed them the city sights, hotels and golf resorts. The programme included a travel mart, a dialogue session and a cultural evening.



members. Each convention bureau brought a buyer — a decision maker for an international event — for discussions and exchange of information.

The occasion afforded Tourism Malaysia the opportunity to impress upon the buyers Malaysia's advantages as a convention and meeting venue. After the workshop the delegates were treated to city tours of Kuala Lumpur and Malacca, and shown around the Putra World Trade Centre. With support from Malaysia Airlines and the private sector, Tourism Malaysia also held a workshop tour of Penang and Langkawi for the buyers.

WORKING ON BUYERS

The first workshop to be held in Asia by the International Congress and Convention Association (ICCA) opened at The Legend Hotel in Kuala Lumpur on 13 October. Tourism Malaysia, which hosted the workshop, has been a member of the ICCA's Category D, which consists of tourist and convention bureaux, since 1989.

Twenty-two delegates including Tourism Malaysia participated in the workshop, its objective being to increase conference business for ICCA Category D



AT OUR SHOPPING BEST

The Shopping Carnival '94 hit the streets of Kuala Lumpur, Penang and Johor Bahru for two weeks last October, during which major departmental stores and complexes in all three cities simultaneously offered special sales and bargains on a whole range of items, from jewellery and designer clothing to electronics, sports goods and home furnishings.

The carnival, organised by Tourism Malaysia, was launched by the Minister of Culture, Arts and Tourism, YB Dato' Sabbaruddin Chik on the evening of 16 October at the Holiday Plaza in Johor Bahru.



The national-level event, tagged a mammoth sale with "something for every one", was a campaign to promote Malaysia as a value-for-money shopping haven.

Besides the promotions and bargains there were cultural shows, art festivals, handicraft demonstrations, exhibitions and fashion parades. Visitors to the country were able to enjoy special bonuses through complimentary discount cards and a shop and dine contest.



CHARMED BY THE COLOUR & CULTURE

It was a week of coast-to-coast excitement and non-stop activity for a group of Australians from eight incentive houses when Tourism Malaysia and Malaysia Airlines organised an Australian Incentive Familiarisation Tour from 28 October to 4 November last year.

The programme, covering Kuala Lumpur, Kuching, Mulu, Kota Kinabalu and Sepilok, was to allow the participants to see what Malaysia has to offer in

terms of incentive travel, in the wake of Tourism Malaysia's sales mission to Sydney and Auckland earlier in the year.

The tour ended on a positive note. The participants expressed satisfaction over their visit and showed a keen interest, especially in Sabah and Sarawak. They felt the two states, particularly the Mulu National Park, had a lot of potential for incentive holidays.



Goodies for the Japanese

A group of 11 Japanese incentive personnel from Tokyo and Osaka took part in the Japan Incentive Educational Tour organised by Tourism Malaysia and Malaysia Airlines from September 26 to October 2, 1994.

They visited Kuala Lumpur, Penang and Langkawi, soaking up the country's myriad pleasures. The trip was intended to expose the participants to Malaysia's many incentive attractions and to provide them with updated information.

The group was escorted by an official from Tourism Malaysia Kuala Lumpur and a MAS official from Tokyo.



CAT CALLS

The cats landed in Langkawi one fine day last September. Some 200 of them, from as far as Somalia and Persia, arrived in all manner of coat, colour, and coquetry. Under the watchful eye of organisers Tourism Malaysia, together with Syarikat Friskies and Delima Resort, the tabbies and tomcat specie, ranging from the *Abyssinian*, *Scottish Fold*, *Main Coon* to the *Cornish Rex* and *British Short Hair*, meowed their way into the hearts of about 10,000 visitors who had gathered at the International Exhibition Centre for the Langkawi Delima '94 International Cat Show on the 9th.

Officiated by Culture, Arts and Tourism Minister YB Dato' Sabbaruddin Chik, the event was organised to sell Langkawi's virtues as a convention, conference and exhibition venue, and will be an annual affair.

The local pride of the show was *Malaysiana*, launched by Agriculture Minister YB Dato' Seri Sanusi Junid.



FOREIGN TRAVEL AGENTS GO ON TOUR

As the year past drew to a close, some 60 travel agents from the United Kingdom, Scandinavia and Korea were taken on guided tours of various destinations in the country as part of Tourism Malaysia's year-long Make It Malaysia '94 and Fascinating Malaysia '94 campaigns.

The tours were planned to enable overseas travel agents to experience Malaysia's environmental and cultural diversity and to gather updated information. There were altogether 46 agents from the United



Kingdom and Scandinavia who visited for a week from October 9, and were given a closer look at various attractions in Sabah, Sarawak, Malacca, Langkawi, Pangkor Laut, Penang, as well as Terengganu and Kuantan on the east coast.

The Koreans arrived on November 4, also for a week-long stay, and were taken around Malacca, Langkawi and Penang.

The itinerary in both programmes included a travel mart and a farewell dinner.

BASH OF THE YEAR



A mock replica of a Malay kampung house, complete with carved balustrades and palm trees, framed Tourism Malaysia's booth at the World Travel Market '94 in London in November.

The Malaysian delegation, led by Minister of Culture, Arts and Tourism YB Dato' Sabbaruddin Chik, included Tourism

Malaysia's Director-General En. Zainuddin Mohd. Zain. Hoteliers and tour agents from 56 organisations, as well as dancers and singers from the National Theatre, numbered among the 100-strong entourage.

The World Travel Market is an annual leading trade exhibition in the United Kingdom, and an important date on the travel industry calendar, bringing together national tourist offices, airlines, tour operators, hoteliers



and related participants at Earl's Court in London. Last year's event attracted about 45,000 trade visitors and some 2,000 media members.

For Tourism Malaysia it was an opportunity to promote greater awareness of new tourism products and packages, help Malaysian industry operators market their packages internationally, and facilitate interfacing between trade representatives and their counterparts in the UK while establishing business contacts with potential buyers.

The cultural troupe accompanying the delegation held shows in Glasgow, Manchester and Birmingham. It also performed for charity, namely the BBC Children in Need. Tourism Malaysia donated £5,000 to that charity.

There was also a UK Roadshow in Glasgow, Manchester and Birmingham, and at each stop workshops were organised to enable local tour operators to meet with Malaysian hoteliers and operators.

BUSY in BRISBANE

The last major mission to Australia for 1994 took the form of an Immersion Workshop that covered the cities of Brisbane, Sydney and Melbourne from 22-29 October. Tourism Malaysia's Deputy Director-General (Management) Cik Faridah Hussain led the delegation which included eight private sector participants.

The seminar and trade reception were attended by people from various levels of the Australian



travel industry. The brisk business sessions were encouraging, and so was the response from the Malaysian participants and their Australian counterparts.

Cik Faridah also presented the Long Service Appreciation Award to Mrs Ball Jidar Kaur of Tourism Malaysia's Sydney Office.





KITE ABOVE THE REST

Kites of all shapes, sizes and colours took to the winds at Sydney's Bondi Beach on 11 September last year. It was the 17th Annual "Festival of The Winds", sponsored by Tourism Malaysia's Sydney Office and Malaysia Airlines.

Competitions are part of the festival, and prizes are chosen especially for kite makers. The winners take home Malaysia pewter tankards and Wau Bulan, the Malaysian kite. The maker of the best homemade kite wins a trip for two to a Kite Festival in Malaysia. Last year's winner was Hans Bleeker of New South Wales.

The event attracted more than 40,000 people.



Rainforest in Paris



The "Malaysian Jungle Book" opened at the Top Resa '94 in Deauville, France last October, treating visitors to a look and feel of the rainforest.

The jungle theme backdrop with a fake waterfall and a bunch of stuffed orangutans was a crowd-puller. Many stopped at the stand that Tourism Malaysia's Paris Office shared with Malaysia Airlines, for a closer look. Sabah and Sarawak were the states promoted at the premier French tourism trade fair to tie up with "Raid Gauloises '94".

SOJOURN in SOUTH AMERICA

The first sales mission to Argentina went down extremely well. Purely a trade affair, Tourism Malaysia organised seminars, a travel workshop, a press conference and discussions from 29 August to 5 September last year in Buenos Aires and Rosario, the third largest city in Argentina.

The mission, led by Tourism Malaysia's Deputy Director-General (Operations), En. Khairuddin Mohd Sari, included four hoteliers and nine travel agents from the private sector.

The purpose of the mission was to create awareness of Malaysia as an attractive and good value-for-money tourist destination among the local trade operators.

A travel workshop and press conference took place in Buenos Aires while discussions were organised in Rosario. The seminars held in both cities were well received by tour operators and travel agents.



There was also a "Malaysia's Jungle Book" function organised for key media and tour operators at the Casino of Deauville, and a "Satay Night Fever" do held for travel agents.

SIMIAN COMPANIONS

A unique initiative to attract more tourists to Malaysia is being mounted in Britain with a little help from a host of cuddly toy Orangutans.

Tourism Malaysia's London Office Director, En. Razali Mohd Daud, devised the promotional campaign in which he donated the cuddly toys to the children's wards at hospitals in Sunderland and in South Shields on Tyneside to round off a special 'Malaysia Month in the North-East of England' promotion. The gesture made front page news in the daily papers.

During the campaign, organised to tie in with the worldwide 'Visit Malaysia Year 1994' promotion, residents



of North-East England were also offered 'A Taste of Malaysia' through restaurants specialising in Malaysian cooking.



It was a celebration of colours, water and scents — altogether a sensuous combination — that took place smack in the middle of the Indian Ocean. That was the theme of the Indian Ocean Flower Festival held on Reunion Island from 30 September to 9 October. And what better occasion to flaunt Malaysia's flower power.

It was Tourism Malaysia's first showing at the international festival in the city of Saint Denis. And she made quite an impression, her orchid-based "Fountain of Flowers" winning the J.P. Commerson

The award augured well for Malaysia, as it enhanced the nation's image as a major flower producer and helped to promote the annual July Flora Fest held in Kuala Lumpur.

Tourism Malaysia, meanwhile, filled an information booth in the Tourism Section with vivid posters, cutouts and brochures to sell the country's natural and cultural attractions. One of the objectives of Malaysia's participation was to lure potential tourists from Reunion Island and neighbouring Mauritius.

Almost 100,000 visitors streamed through the exhibition halls, which housed participants from

FLOWER POWER

Honourable Mention Award for the "Most Abundant, Colourful and Excellence in Quality" category in the Ornamental Section's floral garden competition.

14 countries.

The Indian Ocean Flower Festival event is held every seven years to facilitate scientific, economic and touristic exchanges and cooperation between Indian Ocean countries as well as participating nations.

It is organised by the Association Dionysienne de Promotion Economique, or Saint Denis Association for Economic Promotion, and endorsed by the International Horticultural Producers Association.





WOOING THE WEST

For 12 days in October, Malaysia wooed the Americans with her food and cultural variety. No detail was spared. Two chefs from the Putra World Trade Centre were flown in to whip up feast after feast, and The Malaysian National Dance Group danced for the crowds.

With New York as the starting point, the three-city food and cultural promotion went on to Washington DC and thence to Richmond, Virginia. It was launched on 5 October 1994 by the Ministry of Culture, Arts and Tourism's Parliamentary Secretary, YB Dato' Abdul Rahman Suliman, at Nusantara Restaurant in New York. About 22 travel writers and press attended the launch, so did tourism trade people.

Specially prepared Malaysian dishes were served for lunch and dinner and guests were entertained to a cultural performance.

The second promotion was held in Washington Vista Hotel, Washington DC over four days. The Malaysian Ambassador in Washington DC, H.E. Dato' Abdul Majid Mohamed, launched the promotion on 11 October, attended by some 200 people comprising the travel trade media and VIPs.

From Washington DC the group journeyed to Richmond, Virginia where it staged a cultural performance at Fair Field Mall on 15 October in conjunction with the Travel Show. The troupe performed at the Foxwoods Casino Resort, Connecticut the next day.

The response in all three cities was overwhelming. As Tourism Malaysia's New York Office is quite new, it is hoped that the promotion will boost tourism for Malaysia.



'Twas a fair season

Tourism Malaysia pushed the country's selling points at three international trade fairs last August and September — in Bangkok, Seoul and New Delhi.

The International Travel Show in Bangkok was to showcase the tourism heritage of ASEAN and the regional cooperation in tourism promotion. The fair featured a travel mart, tourism booths, cultural performances and handicraft demonstrations and sales.



Tourism Malaysia was one of 22 national tourism organisations from 17 countries to participate in the show organised by the Tourism Authority of Thailand from 18 August to 21. The Thai Deputy Prime Minister Banyat Bantadtan, who opened the show, visited the Malaysian booth. Tourism Malaysia's Deputy Director-General (Operations) presented him with a book titled *Malaysia: Splendour and Wonder* (picture above).

At the Korea World Travel Fair in Seoul from 13-16 September, Tourism Malaysia was joined by Sarawak, Sabah and the Langkawi Development Authority. Together they took one of the 46 booths at the fair.

Tourism Malaysia also joined over 150 sellers from Southeast Asia, South Asia, India and the United Kingdom at the first South Asia Travel & Tourism Exchange in India, on 23 September. The three-day fair was an opportunity for Tourism Malaysia to sell the country as an ideal destination in the South Asian region.



OF LEECHY TRAILS and STINKING FLOWERS

F. Tim goes in
search of
the *Rafflesia*

Mention the *Rafflesia* site in Ulu Groh, Gopeng, to a group of Malaysian Nature Society members in Perak and watch a frenzied excitement overcome them. No jungle trek is too long or arduous if there is a chance of seeing the flower in bloom. Even the sight of the cabbage-like buds or a wilted flower would be quite gratifying.

The rare chance of sighting the flower is probably why the IUCN Plant Red Data Book has classified the *Rafflesia* as "vulnerable possibly endangered".

Habitat loss is due mainly to logging of primary forest which not only

destroys plants including the flower's *Tetrastigma* host vine but also exposes *Rafflesia* colonies to loggers and workers who pluck the buds out of curiosity or as souvenirs.

The flower owes its name to Sir Thomas Stamford Raffles who founded Singapore in 1819. Raffles, the British Resident of Bencoolen, Sumatra, was exploring the Sumatran forests in 1818 when his party stumbled upon one of these extraordinary flowers. The specimen was named *rafflesia arnoldii*. It weighed about 15lbs (6.8kg) and measured 90cm across. It is the largest genus found only in Sumatra.

The *Rafflesia* at Ulu Groh belongs to the *haseltii* species and its buds take four months to reach maturity.

In the past several colonies were known to exist in the jungles at Ulu Groh but many have been destroyed when their vines were trampled.

Some of the colonies were destroyed when traditional medicine practitioners paid Orang Asli settlers in the area to take the buds out of the jungle. The *Rafflesia* bud, apparently, has medicinal value and is believed to help women restore their figures after childbirth.



A party of Raja Brooke at a salt lick. Above: A blooming wonder in the Ulu Groh jungle



Orang Asli settlement on the Rafflesia trail in Ulu Groh



World's largest flower at 50cm across. The bud (below) resembles a cabbage.



paused to photograph the winged creatures.

The trek uphill followed a stream about a kilometre after the settlements. We had to cross over rocks in the river and kept a

lookout for leeches, said to be abundant in these parts. It was humid under the forest canopy.

We took a narrow trail by the side of the hill, sometimes with the aid of vines and roots, making sure to avoid the needle-sharp spines of rattan and palms.

A short distance further uphill was the Rafflesia site. There were several buds of various sizes and we were advised to tread carefully to avoid their vines.

Then we saw the Rafflesia in bloom on a hillside. The giant maroon flower and its fleshy petals had us spellbound for a while as we pulled ourselves up the slope for a closer look. The flower was 50cm in diameter. It had bloomed about three days before, reckoned the MNS group, as it was emitting a light putrefying smell and there was fungus on its petals. This probably explains the flower's nicknames: Devil's Betel Box and Stinking Corpse Flower.

It was exhilarating to have seen the world's largest flower on my first outing to Ulu Groh. Perhaps there'll be a double bloom the next time.

The MNS, however, knows of one colony which has managed to survive, probably because of its remoteness and the fairly tough trail.

The MNS calls this the Sungai Pacat or Leech River trail, a 16km journey starting at the bridge near the Gopeng Old Folks Home.

It begins with a drive through stretches of rough terrain to reach the foot of a hill, and from there an hour's trekking to the Rafflesia site.

The road after the bridge was narrow with occasional potholes. We followed a large pipeline belonging to the Gopeng Consolidated Mine and passed through a few small Malay kampungs.

We went over a second bridge spanning a rock strewn river where the current was swift.

The gradient increased after this point. We rode along a rough and bumpy laterite road, traversing several rubber estates and durian orchards. According to the Orang Asli settlers, one of the tall durian trees is over a century old, and is still bearing fruits,

The landscape then changed to oil palm estates. We parked our vehicles at the former Gopeng Consoli-

dated workers quarters, and continued on foot.

Just after the quarters were two small Orang Asli settlements with less than 20 houses. A few Orang Asli women and children were catching butterflies with nets. Apparently they sold the winged creatures to Cameron Highlands collectors who would mount and peddle them as souvenirs.

We passed an Orang Asli woman with a pet baby monkey tucked around her waist at a makeshift shed; she was waiting for durians to fall.

After the village, we spotted a swarm of Raja Brooke resting in all their splendour at a salt lick beside a river just off the main trail. We

A trip to the Kinabatangan to see the proboscis monkeys means chugging through narrow creeper-slung tributaries and drinking in the brilliance of a sunrise over still waters, writes R. Krishna.

The Kinabatangan is Sabah's longest and largest river with a catchment area of 16,800 sq km.

Besides flowing through the heart of the diversity-rich Borneo rainforest, it is home to a special breed of primate, the proboscis monkey.

THAM YAU KONG



Proboscis monkeys. . . indigenous to the Borneo rainforest

Kinabatangan's PRIMATE PARADISE

Their name is derived from their large pendulous noses, which also accounts for the local name, *Orang Belanda*, meaning Dutch people.

According to Payne's *The Mammals of Borneo*, the proboscis monkey

normally lives close to large bodies of water, usually swamp forest, along the coast.

The population at Kinabatangan, however, has managed to thrive despite the pressures of hunting and development. The monkeys in one particular tributary have been studied by the World Wide Fund for Nature Malaysia and are the "stars" of several wildlife books.

They are also quite used to the presence of humans, thanks to two tour operators who have been bringing visitors there for several years.

Because the proboscis monkeys sleep by the river and converge at riverbanks, they are easy to spot, observe and capture on film or video from a boat on a river.

They are most active in the early morning and late evening, and make an incredible sight, feeding on shoots and jumping around with much crashing through branches. They also make quite a racket by producing a number of different sounds, including a very distinct honk.

As the boats of tourists silently drift past—the engines are turned off and oars used to travel upstream—the monkeys are quite oblivious to humans peering at them through lenses.

The experience is like being in a huge natural zoo.


One wonders if the monkeys also do not consider unusual the boatloads of humans whom the river churns up like clockwork every day!

While the monkeys are obviously the Kinabatangan's main attraction, the rest of the area's rich biota are equally fascinating.

Its many tributaries hide fascinating secret places. With the silence bro-



Watching for wildlife on the Kinabatangan



The brilliance of
sunrise over
the Kinabatangan

ken only by birdcalls and insect chirps, travelling upstream into one of these riverlets is like entering an era when time has stood still.

One of the tributaries opens up to a series of oxbow lakes. Unfortunately access is difficult because of the explosion of river hyacinths in the tributaries. The hyacinths are a foreign species which somehow got introduced to Sabah. Although they are pretty, they grow rapidly, quickly colonising the waterways and choking them up.

A trip to the lakes is always exciting because one never knows if the propeller of the boat is going to get entangled.

The normally cheerful boatmen, who would then have to take to the oars, however do not share this sentiment.

The lakes are home to an abundance of bird life such as egrets and darters. A picnic lunch provides ample opportunity to observe them through binoculars.

With luck, the odd pair of otters might decide to take a swim in the lake too.

Trekking through the dank jungle



An ancient fig tree harbouring
fungi and other parasitic flora

led by a good naturalist makes for a wonderful introduction to the complex rainforest ecosystem.

Wrist-thick creepers bind giant dipterocarps together. Figs are aplenty, and giant insects of brilliant hues sit still on a leaf or cling to a tree bark.

Fungi peep from between the roots, some even glowing in the dark.

The profusion of birdlife is evident from the sounds they make. A heavy flapping overhead indicates the low passing of a hornbill, the huge black

creature with the magnificent beak that is the state symbol of Sarawak.

Back at the chalet, a cold bath and hearty meal refreshes the tourist at the end of each day. The riverhouses are comfortable, and the tour guides informed, friendly and efficient.

Access to the Kinabatangan is time-consuming and difficult but the tour companies do pick-ups from the towns of Sandakan or Lahad Datu. Transfers can also be arranged from Kota Kinabalu.

An optional stop can be made at the Gomantong Caves, about 20km from Sandakan.

A source of the famous Chinese birds' nest, visitors get to watch the collection of the cave swiftlets' nests. As at the more well-known Niah Caves, this is done with long poles or by daredevil spidersmen precariously balanced at incredible

heights.

Because of its remoteness, a trip to the Kinabatangan is also expensive, but worth every sen.

Come dawn, the mist that settles on the huge expanse of the Kinabatangan at night also wakes up grudgingly.

As the sun's rays struggle to break through, taking a boat into the cold crisp stillness puts you in the midst of the gracious departure of the mist.

Here, there is a peacefulness no words can describe.



The nose flute. . . an art in itself

THE SINEWY SHUFFLE By F. TIM of the SEWANG

They glide across the floor, working short skips and hops into their steps, their hands twined around their partners' necks, keeping rhythm with the hollow sounds of the bamboo sticks. The plaintive notes of the nose flute (*pensol*) flutter through the dancers' steps and a solitary drum keeps beat.



This is a *sewang*, dance of the Orang Asli, a ritual performed for the spirits. As the dancers — with painted faces, wearing woven mengkuang crossbelts and headbands, bead necklaces and flowers in their hair — move anti-clockwise, the *shaman* or religious leader sings a verse at a time. The bamboo beaters, all of them women, back him on the chorus.

The whole village along Jalan Pahang, the road leading to Cameron Highlands, takes part in the *sewang*. Music and dance are an integral part of the Orang Asli life, says a founder member of the Centre for Orang Asli Concerns, Bah Tony.

"Most Orang Asli sing to themselves when walking alone in the jungle, the same way children hum to reassure themselves when they are slightly afraid or feeling uneasy," he said.

Orang Asli songs are particularly soft and pleasant and their dance movements are graceful.

Their dances are known to last as many as three nights and the Orang Asli are experts at improvising verses in their songs to suit the occasion, says Bah Tony. A dance for a wedding or a harvest feast could start at 6 in the evening and end the following dawn.

Dances are held to herald significant events and for various reasons. There is a *sewang* when the ladang has been felled, when harvesting has been done, and at weddings. The ritual is also performed if a settler falls ill, and after a funeral to send

A *sewang* for all occasions.
Below: Adept fingers weave mengkuang into mats and baskets.

off the spirit of the deceased, Bah Tony explains.

Almost every *sewang* is of a religious nature and the group's *shaman* plays an important role. It is the *shaman* who invokes his guardian spirit and leads or directs the dance as it is shown to him.



As the tempo of the dancers gradually increases, one or more men will fall into a trance, Tony says. "The Orang Asli believe that the forces of good and evil within him are struggling for possession."

He speaks of hearing strange voices from dancers in trance, of one occasion when he saw a shaman put pieces of burning coal into his mouth without hurting himself. "He claimed the coal contained the spirits of prawns and he was merely eating seafood," said Bah Tony.

When a *sewang* is for curative purposes, the shaman would call on his guardian spirit to give him the power to treat or cure the sickness. Such a dance, he says, could go on for seven nights or more depending on the severity of the illness.



A dance house or a stage with a specially-strengthened floor is a common feature in many Orang Asli settlements. In the centre of the dance hall is a spirit house decorated with flowers and grass. This is meant for the *shaman's* guardian spirit to perch on while watching the dance.

Many of the traditions surrounding the *sewang* are still religiously followed, though some measure of modernity has found its way into it. The men still wear the *chawat* (loin cloth), but made from factory-produced textiles instead of the traditional tree barkcloth. The women don blouses and T-shirts with the sarong.

The paints that put streaks of

colour on the dancers' faces are still prepared from natural sources. Red colour comes from the seeds of the kesumba shrub, yellow from the kunyit plant root, white from lime or pipeclay and black from the latex of a jungle tree.

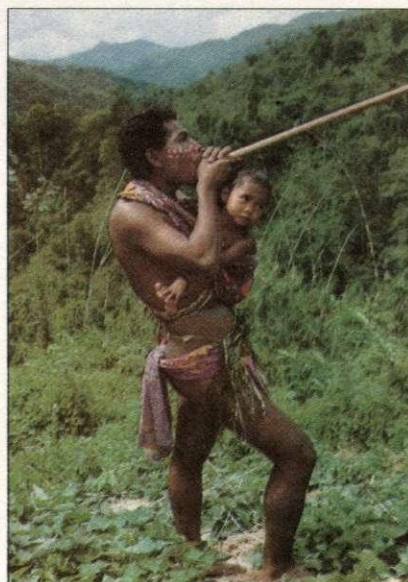
The paint is applied either with the finger, a porcupine quill or with specially prepared wooden stamps.

It is also part of the tradition that the *sewang* take place only at night. According to Bah Tony, the Lanoh Negritos believe that a group of their ancestors had danced during the day and were turned into a limestone outcrop in the district. So in the past nearly all the Orang Asli groups had forbidden daytime dancing.

But times have changed, he adds, and these days settlers from a few villages in the Cameron Highlands perform occasionally for visitors.

The men would demonstrate the use of blowpipes and show how poison darts are made. Beside having a first-hand look at the Orang Asli way of life, visitors would also get to see traditional animal traps, and watch the making of handicraft such as rattan baskets and blowpipes, and rice being cooked in bamboo tubes.

(Bah Tony can be reached at the Centre For Orang Asli Concerns, 17, Regat Rokam 1, Pekan Razaki, 31350, Ipoh, or at 05-3131907 after office hours.)



All in a day's work... blowpipe hunting and minding the baby

Whatever the night-time fancy, one thing can be said about Kuala Lumpur: it offers variety — from discos and music clubs that play anything from rap to reggae, to karaoke clubs and pubs.

Night spots have mushroomed all over Kuala Lumpur and Petaling Jaya in recent years. In the past year alone, there have at least been a dozen new establishments that opened in the Klang Valley. However, not all can lay claim to packed houses every night. The less successful ones close down within a year or, as has been the trend lately, give themselves a makeover, change their themes and use novelty value to bring the crowds back.

The "in" places at any point in time, are not necessarily the best in terms of ambience, prices or music. They are, more often, judged by the size of the crowd, and for how long the crowd keeps coming back.

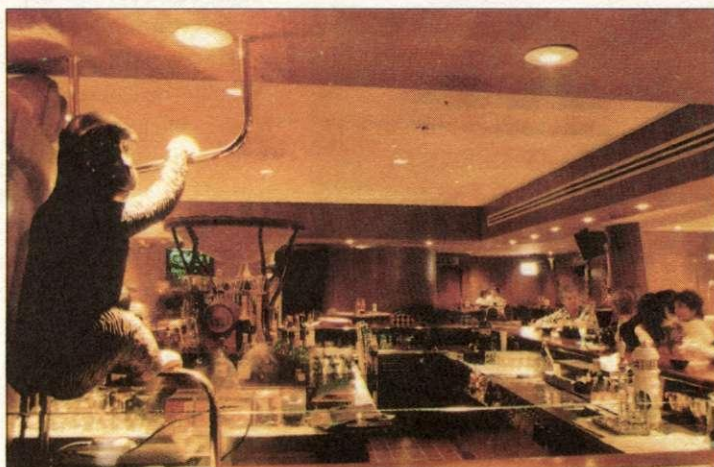
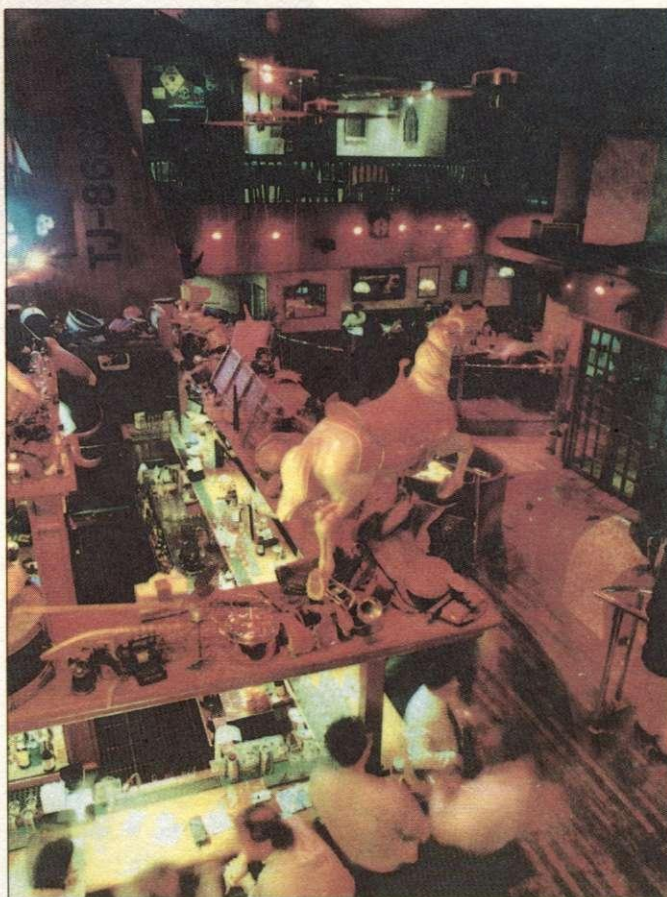
Bright, flashy The Jump, is labelled the most "in" place in town at the moment; the queues at the door on weekend nights are said to be unbelievably long.

This restaurant, disco and pub all in one, claims to cater to the "young and affluent", and is busy almost every night. It is a convenient spot to dine, drink and dance without having to worry about where to go next.

The Jump, the second in a chain, opened in KL after its debut in Hong Kong. Serving mainly American-style food, the restaurant is a crowd-puller, albeit with somewhat upmarket prices. Located on Jalan Tun Razak, it is a large place and can accommodate up to 500 people at any one time. A drink token, not a cover charge, of RM20 is charged at the door

P. Priyanka surveys the latest additions to KL's nightlife

MONKEY BARS and WORLD MUSIC



Monkey Bar — lively, jungle-themed.
Above: The Jump, KL's hottest spot

after 11.30pm to keep the riff-raff out.

Those who want to be seen in the right places wouldn't miss the Jump for the world, even if at times the at-

mosphere seems of false gaiety.

In contrast is Rootz, a rather quiet pub and disco at the Micasa Apartments. Refurbished and with a new

look since its Pazzo's days, this place is worth a visit. Located in the basement of the building, Rootz is done up with interesting paintings, wall hangings and furniture which are ethnic inspired and mostly imported. The music is a mixture of black and reggae beats which makes it different from other outlets.

However, it does not seem to have taken off too well in our local scene and is not quite drawing in the crowds.

If you ask the waiters at the Monkey Bar where the monkeys are, chances are they'll tell you to take a look into the mirrors that line the walls.

Situated at The Legend Hotel and Apartments, the Monkey Bar is quite

Right: Fabrice's World Music Bar
Below: Hook D'Hoop, first
on the scene with world music.
Bottom: The Jump



a lively pub with its decor done in black and orange — splashes of the colours of the jungle that lend the place a wild look — and all kinds of furniture, from comfy sofas to high-backed armchairs and stools.

A live band, Jungle Jazz, performs every night except for Sundays when it is Happy Hours all night.

The Monkey Bar, which opened last May, also serves delicious light meals. Sandwiches and small servings of pizzas and spaghetti are popular with patrons. The kitchen though, closes by midnight.

But a real gem of a find is Timm's Place on Jalan Tangsi in the Malaysian Architects Association building. Unlike other watering holes, there is no live or recorded loud music blasting through the walls.

It's a small place, and the decor has been kept simple: deep cane chairs, potted plants and a few knick-knacks. But the atmosphere is cosy and the settings just right for conversations.

Drinks are reasonably priced and good food is available, in the way of

pies, sandwiches and light snacks. Timm's Place is a refreshing change from the usual "action" spots, and it can grow on you.

For world music action, the place might be the Hook D'Hoop, which opened its doors recently to folk who enjoy dance music. Formerly known as the Baze in the basement of Wisma Central, it has been redesigned to cater for the not-so-yuppy, featuring music from all over the world. The management claims to be the first in KL with this new wave in music. Perhaps that explains its slow start. There are no Happy Hours.

An even newer establishment is Fabrice's World Music Bar, part of a chain that has set up clubs in Singapore and Jakarta, and will soon open in Bangkok. The warm, earthy colours, ethnic artifacts and an atten-

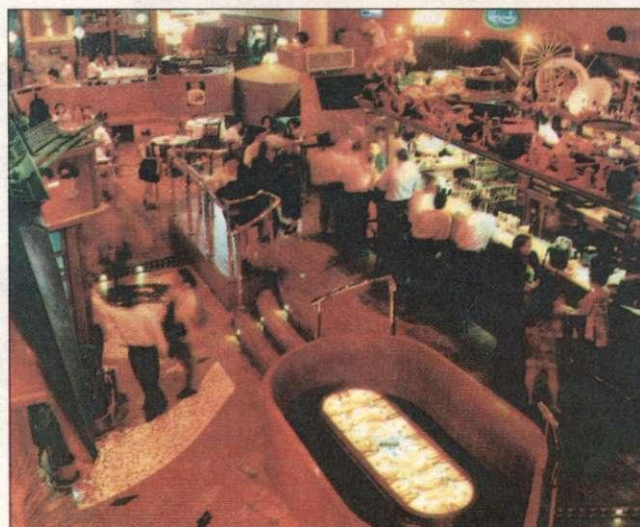
dant band from Nairobi combine to create a cosmopolitan atmosphere, and give the place a certain charm. Located in the basement of the Parkroyal Hotel, it has been steadily drawing crowds since its opening late last year.

The Agency is a pub on Jalan U Thant where the advertising people hang out. It has a sushi bar and an interesting decor of print advertisements on the walls. Two live bands take turns to entertain during the week.

Those looking to enjoy a drink and watch football, rugby or cricket programmes, might head for Ronnie Q's in Bangsar. Packed almost every night, especially during Happy Hours, this pub has proved to be popular since it opened two years ago.

Of course, one of the greatest evening passions in the city is karaoke. There are countless places all over KL and the suburbs, it's hard to keep tab on all the clubs. In fact most pubs and discos have taken to providing rooms — some in thematic decor — for patrons who are inclined towards karaoke. Some restaurants also offer these facilities.

Among the new karaoke clubs are the PJ Songbird and Java Jive, both in Caesar's Club in SS2, Petaling Jaya. Another is Club Conlay on Jalan Conlay which has a good number of KTV rooms and a poolside restaurant. Most karaoke clubs also have private rooms.



JOURNEY THROUGH BORNEO

Photographs by Albert C.K. Teo

Text by Sylvia Yorath

Journey Through Borneo is another in the overwhelming torrent of "tourist coffee-table" books to have swarmed the local book market in recent times.

Replete with exotic photography and a sketchy text, the work is an attempt at showcasing "... the fascinating array of culture, history and people and (making the) *Journey Through Borneo* an experience you will never forget. . ."

For the typical tourist that is.

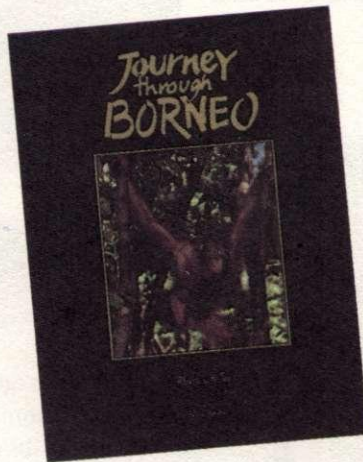
Joseph Conrad found Borneo impenetrable. And it was this charismatic intrigue which inspired his — although brilliant works *Lord Jim* and *Victory* — exoticism of the region.

Journey Through Borneo (as is typical of most of its genre) does just that and more.

Tourist books have a tendency not only to affect exoticism. They tend to simplify communities of peoples, exaggerate the wonderment of landscapes, inflate the wonders of nature.

In short create a sort of. . . well. . . fantasised Eden.

ANOTHER BORNEO EXPERIENCE



Journey Through Borneo has been inspired from just such a wellspring.

Nevertheless, there are few who can argue with the adeptness of Albert Teo's photographic vision. His excursion into the heart of "wilder" Borneo is amongst the most alluring features of the book.

With a precision for capturing the detail and ambience of each of nature's subjects, Teo's portrayal of the 'gentler' side of 'wild' Borneo reflects a painstaking sensibility and professionalism.

From the Orang Utan through to the Sumatran Two-horned Rhinoceros and the remarkable *Rafflesia*, Teo approaches every photographer's ideal: the capturing and ultimate portrayal of the truth of the subject.

In addition, the book showcases some brilliant underwater photography which captures a stunning vista of Bornean aquatic life.

Teo's journey takes him through Sabah, Brunei and finally Sarawak, by which he attempts to form a wholesome view of the region. He does, however, still retain the inherent vibrant variety of the region with dynamic colour.

Sylvia Yorath's text lends favourably to creating an intellectual understanding of the images. Whilst not necessarily detailed, it does provide an adequate cursory glance at the history, geography and evolution of the Borneo region.

It is notable to mention that Teo delivers especially well in the (somewhat terse) section on Brunei, defying all popular assumptions that the country is mundane and bland. He captures the "River Village" with acute vivacity and allows for Brunei's life and soul to emerge from its reticence.

In all, *Journey Through Borneo* typifies its genre. My contention is not with the book. . . it is with the genre itself.

Journey Through Borneo is an idyllic, dreamlike journey through the region. A good, worthwhile tourist book.

The point is, do we need another?

— Review by Pak Dogol

HISTORY AT A STROLL

George Town, the capital of Penang, is a city full of little surprises and one of these is a neat, informative brochure guiding the culturally-curious through a maze of streets to several important landmarks.

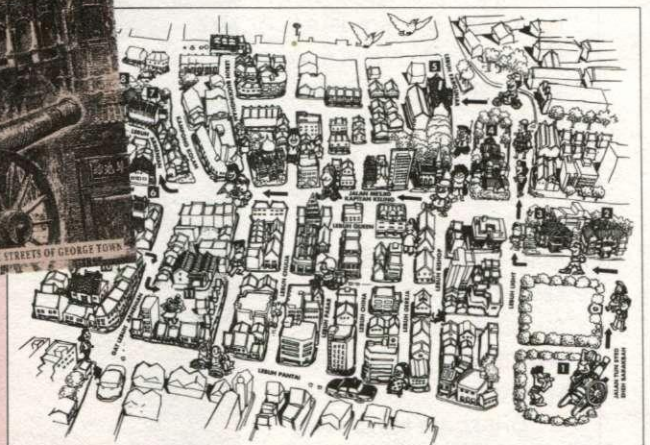
Known as the Penang Heritage Trail, it is produced jointly by the Penang Heritage Trust and American Express Malaysia.

The second such effort by Amex (the first focussed on Melaka two years ago) as part of its contributions to the Malaysian tourism industry, the brochure aims to overcome the hassle of being in a situation where one wants to know more about the history of certain places and there is little to go by.

Pains have been taken to throw more light on relatively obscure places tucked in little street corners that are equally rich in history and tradition. When viewed against the multitude of tourist brochures available, this one, with its fine illustrations, ranks as among the best.

The "trail" — with an easy-to-follow map — takes one on a leisurely stroll to 11 interesting places which have contributed to Penang's history dating back more than 200 years.

One can also opt to do the trail by trishaw, but it's worth the walk for a leisurely exploration is the best way to appreciate the island's old world charm. — By S. H. Yong



I recently spent four weeks in Malaysia as an independent traveller on a very low budget. During the entire time I was in your country I was treated with the greatest courtesy and friendliness that I have ever encountered in more than 25 years of world travel.

I rarely spent more than US\$7 a day on accommodation and food yet I was always comfortable and well fed.

I travelled mostly by bus and train and was astonished by the well maintained highways and toll roads.

I owe a vote of gratitude to the young man at the Tourist Office across from the train station in Kuala Lumpur. He gave me good advice on what to see, not only in K.L. but in other parts of your country.

I regret that I did not get to see some of the caves, waterfalls and national parks, but I'll certainly return.

It's a shame that Americans are so poorly informed about other countries and an even greater shame that they don't know about Malaysia.

Joan Schlegel
United States of America
1 September, 1994

We visited your country this year, not longer than eight days in March, in combination with a business trip to Singapore. Unfortunately we didn't have time to see more. But we had an unforgettable week on Pulau Tioman.

Both of us are experienced travellers. We always travel independently, like to find out things ourselves, are adventurous, and also like to feel comfortable. On Pulau Tioman, we found our small paradise at Nazri's Beach Cabanas in Kampung Air Batang. The owner, Mr Mohd Najib bin Nazri, also owns the much older Nazri's at the other end of the bay. Nazri's Beach Cabanas is by far the nicest accommodation on the island. Nothing wrong with the Berjaya Imperial Beach Resort of course, but we prefer the intimacy of Nazri's Beach Cabanas.

Tioman has lots to offer, so does all of Malaysia. The secret of its success (with more success to come) is the people. The natural friendliness of the people of Malaysia we met touched our hearts. And we have been in quite a few places in the world.

The most outstanding people of your country we have met are Imah and her husband Jefri, who run Nazri's Beach Cabanas. Their warmhearted friendliness and superb sense of service, from the very first minute of our surprise arrival (we didn't book in advance) to our departure, will never be forgotten. Imah and Jefri are the two most wonderful people we have ever met.

They are, in our opinion, the best "tourism promoters" for your country. Should you have something like a "Most outstanding in service industry award" we strongly recommend Imah and Jefri. Not to be forgotten is the fabulously delicious meals they prepared.

Needless to say, we are thinking of another trip to Malaysia, Pulau Tioman, and other places.

Last but not least: We are happy to say that we are sort of "unofficial tourism promoters" for your country. We managed to get some of our friends to change their minds, and visit Malaysia instead of Thailand. Three weeks they stayed, and they are as grateful as can be.

We wish you success in the promotion of your wonderful country.

Michel Van Dam
The Netherlands
11 October, 1994

THE STAR TUESDAY October 25 1994

Getting help from airline officials

OFTEN we forget to acknowledge or give credit to those who go beyond their duties in assisting others in need.

Though they do not expect anything in return, a word of thanks (or acknowledgement) for their help will certainly not only uplift their spirits, but will also remind us that their actions go towards nurturing a caring society.

My family and I would like to record our thanks to three MAS employees — Mr George B.T. Khoo, Mr S.K. Wong, and Ms Noor Indra — and also Mr Benjamin Foo of Qantas for their excellent assistance and service.

My father, mother, mother-in-law, and aunt had taken the MAS flight at 4.30pm from Penang to Kuala Lumpur on Oct 14.

They were bound for a holiday in Australia via a Qantas flight on the same day at 9.45pm.

At about 7.40pm, my aunt called to inform us that she had left my mother-in-law's and her own passport in Penang.

With about 1½ hours left before the departure of the Qantas flight for Australia, she was really frantic. We immediately contacted the Qantas office in Kuala Lumpur and a Mr Benjamin Foo suggested that we should quickly seek the help of MAS in Penang.

We rushed to the Penang airport and Mr S.K. Wong referred us to their officer on duty — Mr George B.T. Khoo.

The next flight to Kuala Lumpur was at 8.30pm but it was fully booked. Having considered several options, Mr Khoo then decided to check if the crew of the MAS flight could help.

He returned very shortly to tell us that an air stewardess, Ms Noor Indra, had agreed to help.

To beat the time, Mr Foo of Qantas assured us that he would personally collect the passports from Ms Indra Noor.

At 9.45pm Mr Foo called and confirmed that the two passengers were aboard the Qantas flight.

We were elated. Our family were on their way to a holiday they much look forward to.

PETER HUANG
AND FAMILY,
Penang

TOURISM MALAYSIA

DIRECTORY

DOMESTIC OFFICES

HEAD OFFICE

17th, 24th-27th & 30th Floors,
Menara Dato' Onn,
Putra World Trade Centre,
45, Jalan Tun Ismail,
50480 Kuala Lumpur.
Tel: 03-293-5188
Fax: 03-293-5884

REGIONAL OFFICES

NORTHERN REGION

No. 10, Jalan Tun Syed
Sheh Barakbah,
10200 Penang.
Tel: 04-261-9067,
262-0066
Fax: 04-262-3688

SOUTHERN REGION

No. 1, 4th Floor,
Tun Abdul Razak Complex,
Jalan Wong Ah Fook,
80000 Johor Bahru.
Tel: 07-222-3591,
224-0288
Fax: 07-223-5502

EAST COAST REGION

2243, Ground Floor,
Wisma MCIS,
Jalan Sultan Zainal Abidin
20000 Kuala Terengganu.
Tel: 09-622-1433,
622-1893
Fax: 09-622-1791

SABAH

Ground Floor,
Wisma Wing Onn Life,
No. 1 Jalan Sagunting,
88000 Kota Kinabalu.
Tel: 088-248-698,
242-064, 211-732
Fax: 088-241-764

SARAWAK

Ground Floor,
Aurora Chambers,
Jalan Tun Abang Haji
Openg,
93000 Kuching.
Tel: 082-246-575,
246-775
Fax: 082-246-442

TOURIST INFORMATION CENTRES

Jalan Parlimen,
50480 Kuala Lumpur.
Tel: 03-293-6661,
293-6664

Kuala Lumpur
Railway Station,
Jalan Sultan Hishamuddin,
50050 Kuala Lumpur.
Tel: 03-274-6063

Level 2, Menara Dato' Onn,
Putra World Trade Centre,
45 Jalan Tun Ismail,
50480 Kuala Lumpur.
Tel: 03-441-1295

Malaysia Tourist
Information Complex
(MATIC),
109 Jalan Ampang,
50450 Kuala Lumpur.
Tel: 03-242-3929

Terminal 1,
Subang International
Airport,
47200 Subang, Selangor.
Tel: 03-746-5707

Penang International
Airport, 11900 Penang.
Tel: 04-830-501

Langkawi Tourist
Information Centre,
Jalan Pesiaran Putra,
07000 Kuah, Langkawi.
Tel: 04-966-7789
Fax: 04-966-7889

Lumut Tourist Information
Centre,
32200 Lumut, Perak.
Tel: 05-934-057

Ground Floor,
Tun Abdul Razak
Complex,
80000 Johor Bahru.
Tel: 07-224-0288,
222-3591

Tanjung Puteri Tour Bus
Complex,
Johor Causeway,
80000 Johor Bahru.

Johor Causeway,
80000 Johor Bahru.
Tel: 07-224-9485

OVERSEAS OFFICES

AUSTRALIA

PERTH

56, William Street,
Perth, WA 6000, Australia.
Tel: 09-481-0400
Fax: 09-321-1421

SYDNEY

65, York Street,
Sydney, NSW 2000, Australia.
Tel: 02-229-4441/2/3
Fax: 02-262-2026

CANADA

830, Burrard Street,
Vancouver, B.C.,
Canada V6Z 2K4.
Tel: 604-689-8899
Fax: 604-689-8804

FRANCE

Office National du Tourisme de
Malaisie,
29, Rue des Pyramides,
75001 Paris, France.
Tel: 331-4297-4171
Fax: 331-4297-4169

GERMANY

Rossmarkt 11,
60311 Frankfurt Am Main,
Germany.
Tel: 069-283-782/783
Fax: 069-285-215

HONG KONG

Ground Floor,
Malaysia Building,
No.47-50, Gloucester Road,
Hong Kong.
Tel: 528-5810/5811
Fax: 865-4610

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Secondo Piano,
Piazza San Babila 4/B,
20122 Milano, Italy.
Tel: 02-796-702
Fax: 02-796-806

JAPAN

OSAKA

10th Floor, Cotton Nissay
Building,
1-8-2, Utsubo-Honmachi,
Nishi-ku, Osaka 550, Japan.
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Fax: 06-444-1380

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2nd Floor, Nichiginmae,
Kyodo Building,
3-2-4, Nihombashi-
Hongokuchu,
Chuo-ku, Tokyo 103, Japan.
Tel: 03-3279-3081
Fax: 03-3241-8188

SINGAPORE

10, Collyer Quay,
#01-06, Ocean Building,
Singapore 0104.
Tel: 02-532-6321/6351
Fax: 02-535-6650

SOUTH AFRICA

1st Floor, Hutton Court,
CNR Jan Smuts Avenue &
Summit Road,
Hyde Park 2196,
Johannesburg, South Africa.
Tel: 2711-327-0400/0401/
0206
Fax: 2711-327-0205

SOUTH KOREA

1st Floor, Han Young Bldg.
57-9 Seosomun-dong,
Chung-ku, Seoul,
South Korea.
Tel: 02-779-4422/4251,
779-4253 (DL)
Fax: 02-779-4254

SWEDEN

Sveavagen 18, Box 7062,
10386 Stockholm, Sweden.
Tel: 46-8-249-900
Fax: 46-8-242-324

TAIWAN

1st Floor, No. 147, Section 1,
Fu-Hsing, S.Road, Taipei.
Tel: 02-740-0532/0533
Fax: 02-740-0534

THAILAND

Ground Floor, 315, South East
Insurance Building,
Silom Road, Bangkok 10500,
Thailand
Tel: 236-7606/2847,
234-0313
Fax: 236-2832

UNITED KINGDOM

57, Trafalgar Square,
London WC2N 5DU, UK.
Tel: 071-930-7932
Fax: 071-930-9015

UNITED STATES OF AMERICA

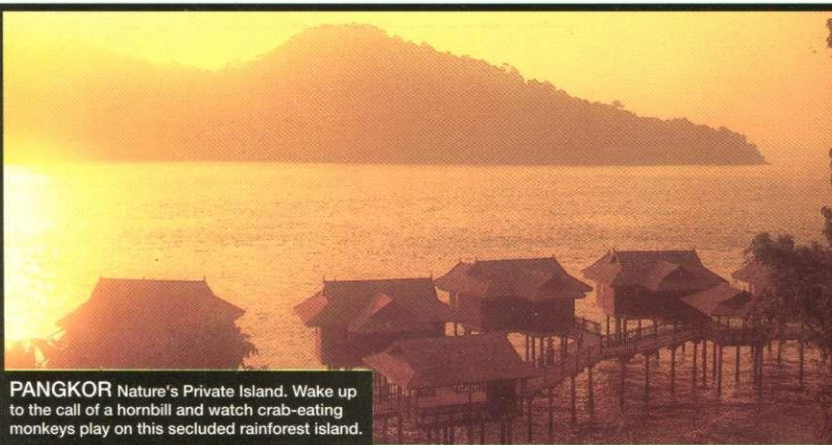
LOS ANGELES,

818, Suite 804, West 7th St,
Los Angeles, CA 90017, USA.
Tel: 213-689-9702
Fax: 213-689-1530

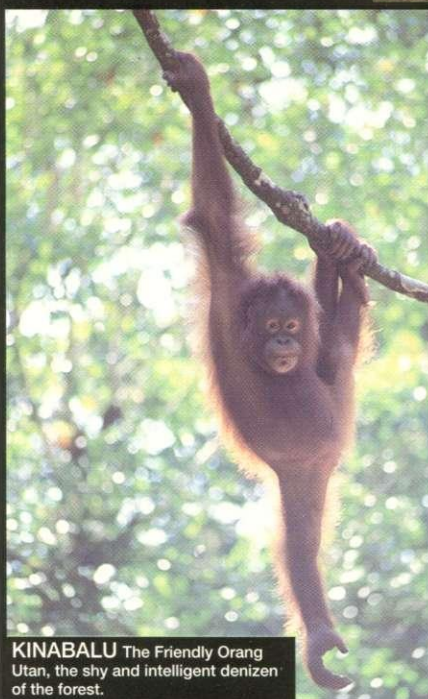
NEW YORK

595, Madison Avenue,
Suite 1800,
New York, NY 10022, USA.
Tel: 212-754-1113/4/5
212-754-1117 (DL)
Fax: 212-754-1116

Space

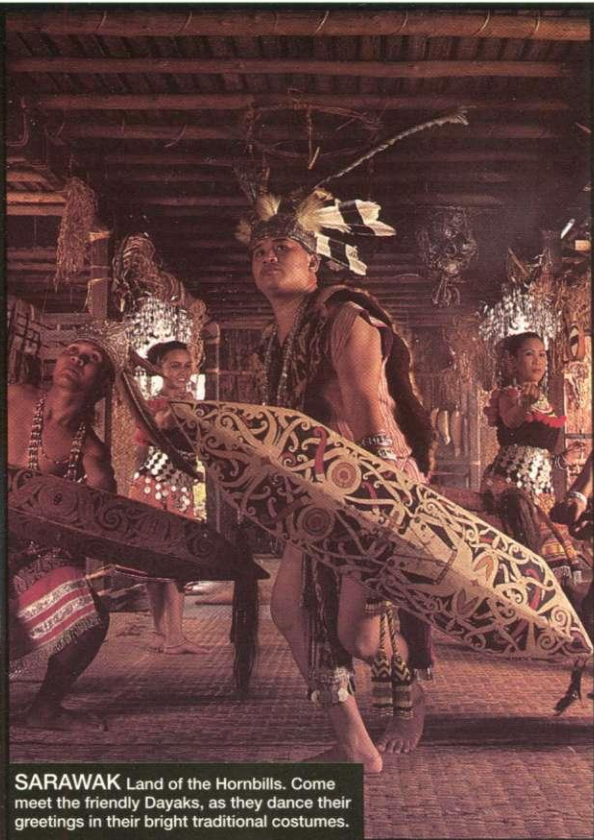
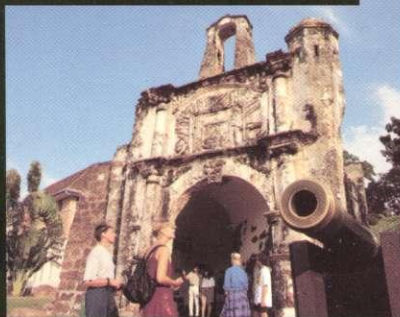


PANGKOR Nature's Private Island. Wake up to the call of a hornbill and watch crab-eating monkeys play on this secluded rainforest island.



KINABALU The Friendly Orang Utan, the shy and intelligent denizen of the forest.

MALACCA The Living Museum. 600 years ago, people came in search of spice. Today, they come looking for history.



SARAWAK Land of the Hornbills. Come meet the friendly Dayaks, as they dance their greetings in their bright traditional costumes.

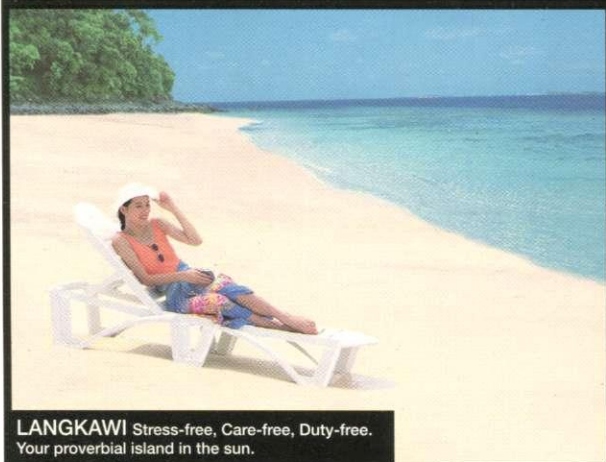
One Place, 8 Destinations. The Secret To Repeat Satisfaction.



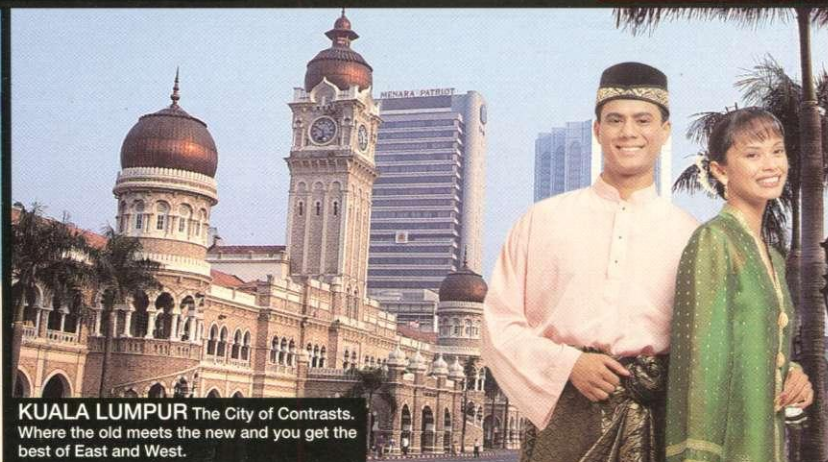
TAMAN NEGARA The World's Oldest Rainforest. Discover a protected forest reserve where nothing has changed for the last 130 million years.



PENANG A Feast to Behold. Savour Malay, Chinese, Indian and Western cuisine in the cool, open air under a starry sky.



LANGKAWI Stress-free, Care-free, Duty-free. Your proverbial island in the sun.



KUALA LUMPUR The City of Contrasts. Where the old meets the new and you get the best of East and West.

FASCINATING
MALAYSIA